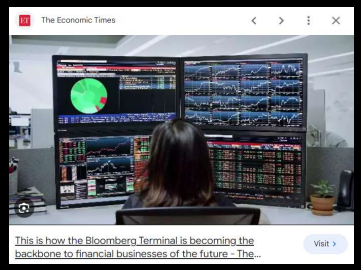
WEST PALM BEACH DMA –P18+ 5 Profiles of IHEART RADIO Listeners!

Brand New Data as of JULY 31, 2026!

Complete Demographic & Media Use Profiles









P18+

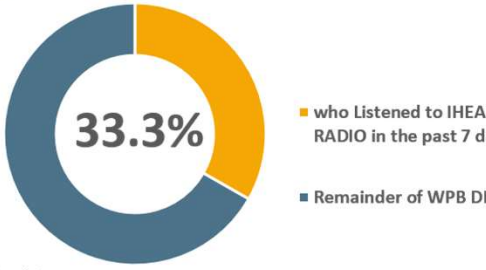
Hubbard
media that connects

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

(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)
(Radio Stations: WKGR-FM) (Radio Stations: WLDI-FM) (Radio Stations: WOLL-FM) (Radio Stations: WQOL-FM)

33.3% or 656,984 of WPB DMA Adults 18 or older Listened to IHEART RADIO in the past 7 days.
Typical Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 54. years old (1.2% older than average) and have a $116,517 (3.9% higher than average) annual household income.

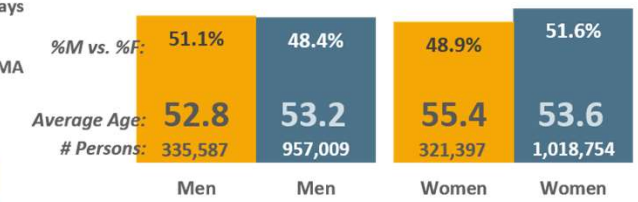
Percent of Market: Adults 18 or older



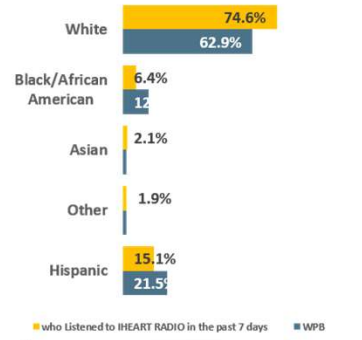
Total Persons:

who Listened to IHEART RADIO in the past 7 days	Remainder of WPB DMA
656,984	1,318,779

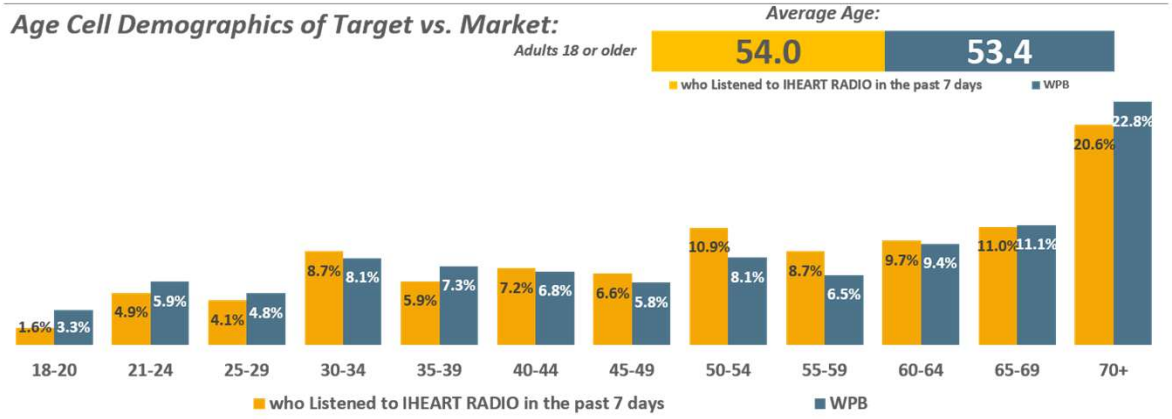
Gender of Target vs. Market: Adults 18 or older



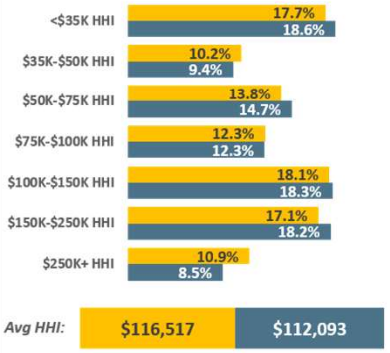
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$116,517	$112,093

WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 866

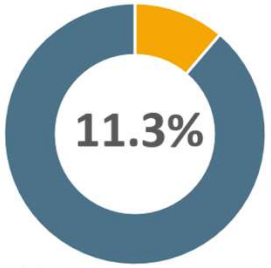
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

GATER 98.7fm

11.3% or 222,359 of WPB DMA Adults 18 or older Listened to WKGR-FM in the past 7 days.
Typical Adults 18 or older who Listened to WKGR-FM in the past 7 days are 55.3 years old (3.6% older than average) and have a $103,304 (7.8% lower than average) annual household income.

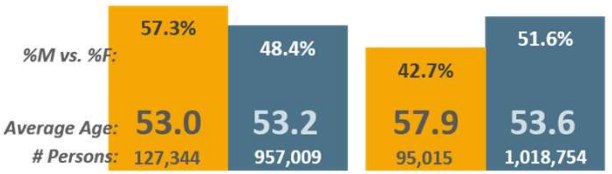
Percent of Market: Adults 18 or older



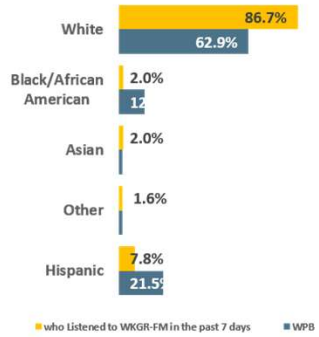
Total Persons:



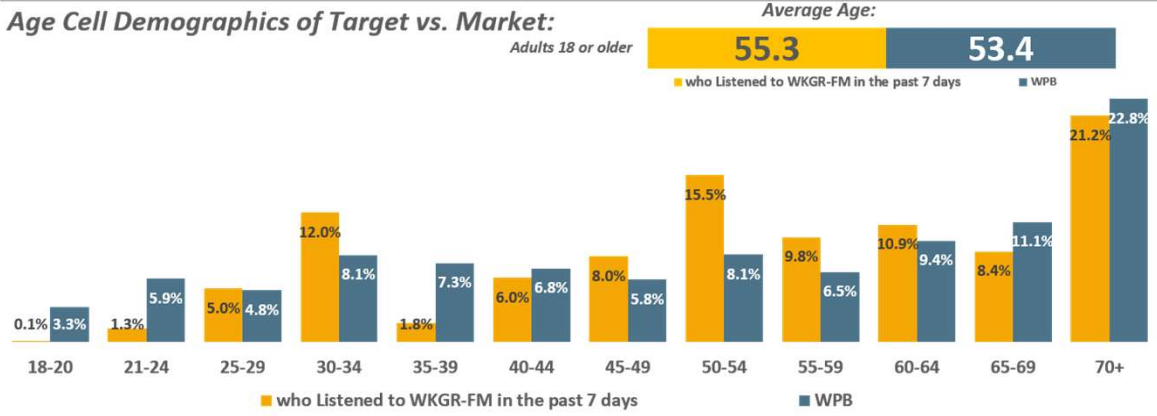
Gender of Target vs. Market: Adults 18 or older



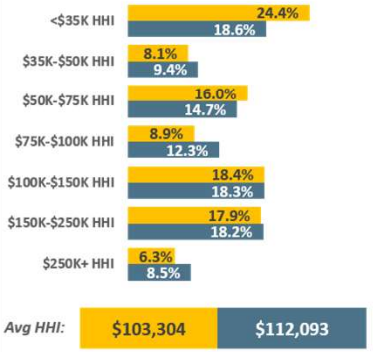
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

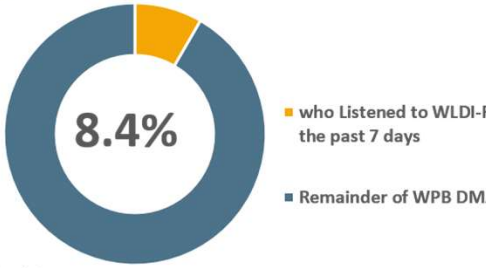
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(Radio Stations: WKGR-FM)

WILD 95.5 — THE PALM BEACHES #1 HIT MUSIC STATION

8.4% or 165,004 of WPB DMA Adults 18 or older Listened to WLDI-FM in the past 7 days.
Typical Adults 18 or older who Listened to WLDI-FM in the past 7 days are 46.5 years old (13.% younger than average) and have a $119,692 (6.8% higher than average) annual household income.

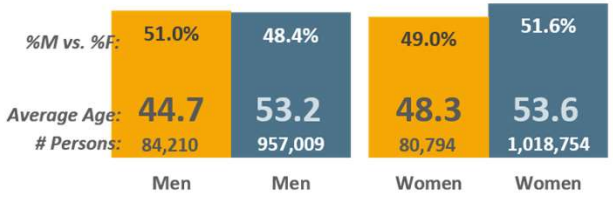
Percent of Market: Adults 18 or older



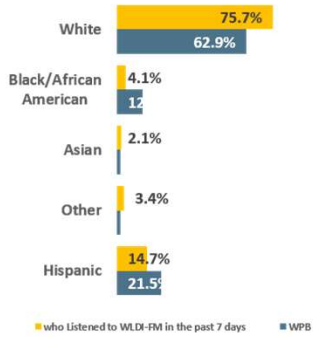
Total Persons:



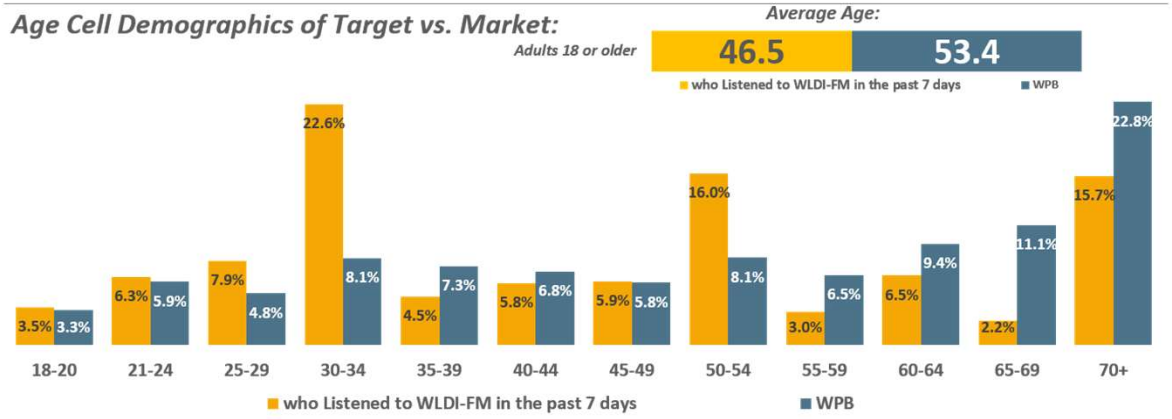
Gender of Target vs. Market: Adults 18 or older



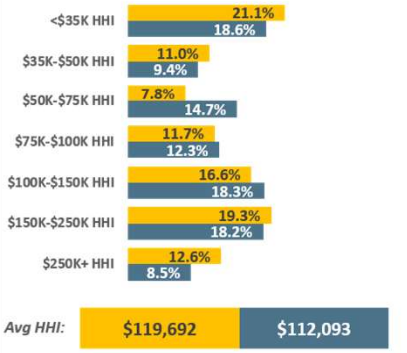
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



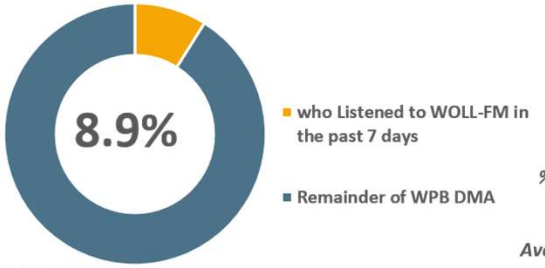
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 212

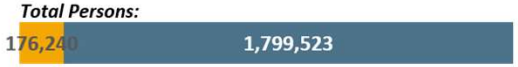
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(Radio Stations: WLDI-FM)

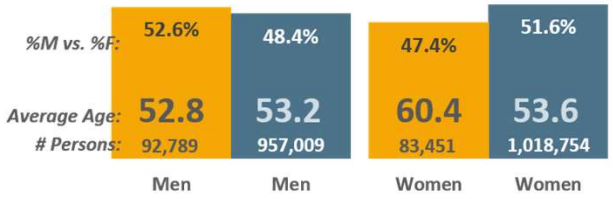
8.9% or 176,240 of WPB DMA Adults 18 or older Listened to WOLL-FM in the past 7 days.
Typical Adults 18 or older who Listened to WOLL-FM in the past 7 days are 55.4 years old (3.7% older than average) and have a $125,526 (12.% higher than average) annual household income.

Percent of Market: Adults 18 or older

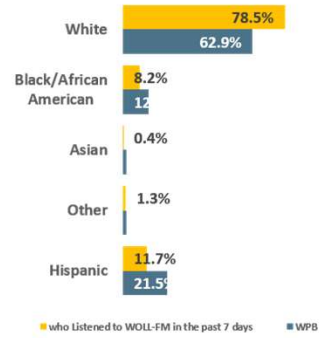




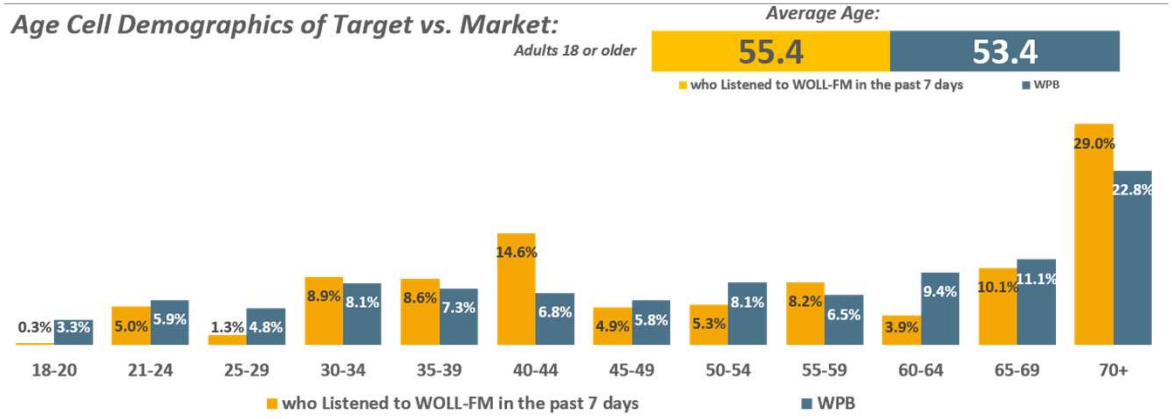
Gender of Target vs. Market: Adults 18 or older



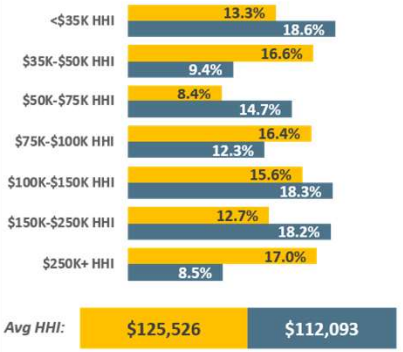
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



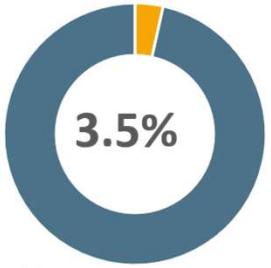
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 198

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(Radio Stations: WOLL-FM)

3.5% or 68,701 of WPB DMA Adults 18 or older Listened to WQOL-FM in the past 7 days.
Typical Adults 18 or older who Listened to WQOL-FM in the past 7 days are 65.4 years old (22.5% older than average) and have a $101,119 (9.8% lower than average) annual household income.

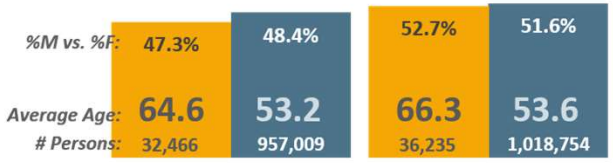
Percent of Market: Adults 18 or older



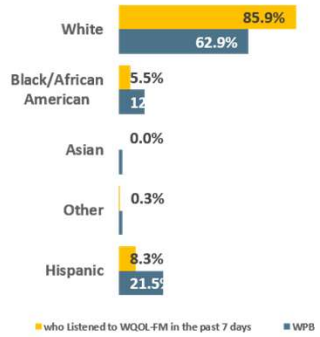
Total Persons:



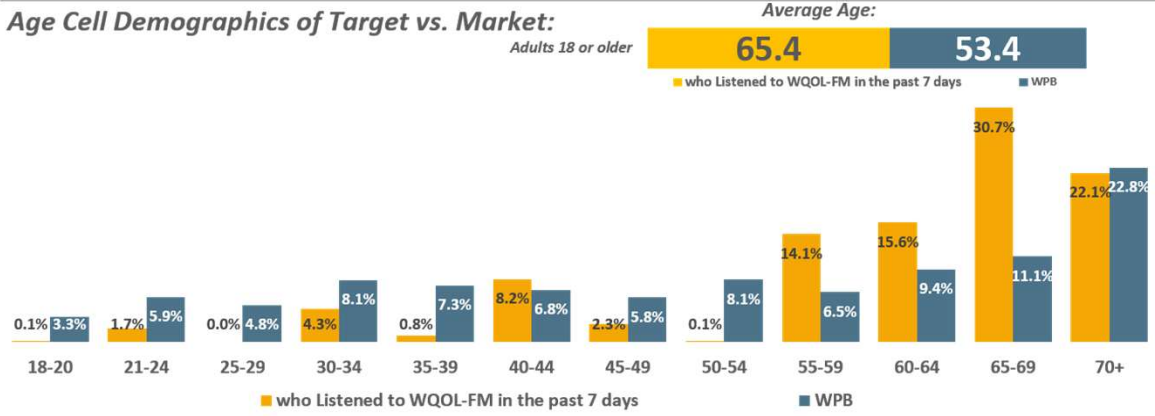
Gender of Target vs. Market: Adults 18 or older



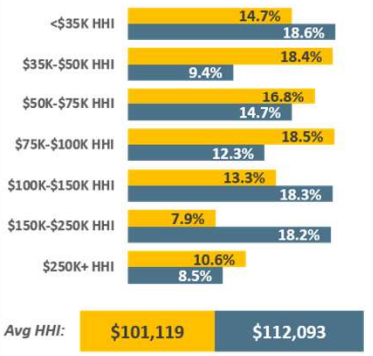
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



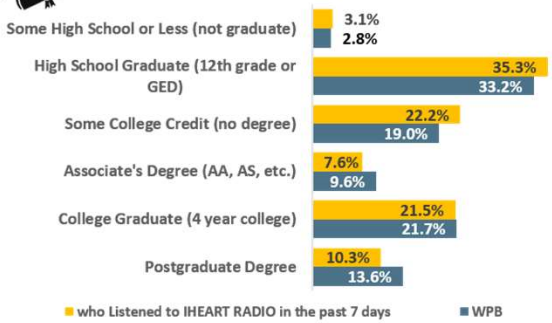
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 121

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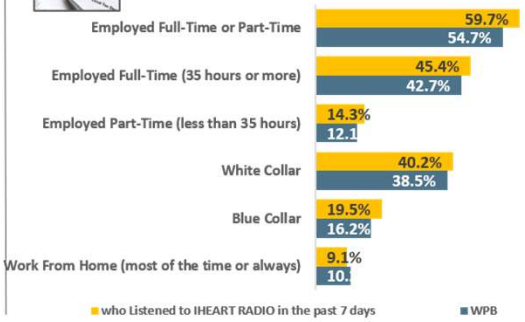
(Radio Stations: WQOL-FM)

33.3% or 656,984 of WPB DMA Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 10.% less likely to be a college graduate, 6.3% more likely to work full-time, 8.8% more likely to be married, 7.4% more likely to be a parent of 1 or more children under 18.

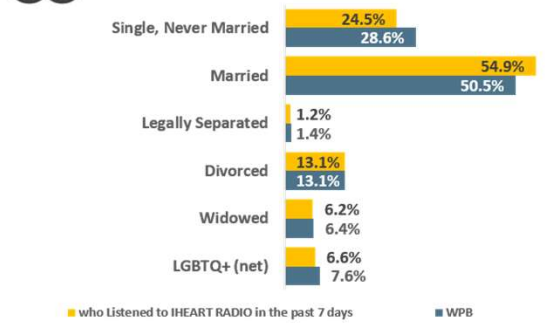
Education Levels: Adults 18 or older



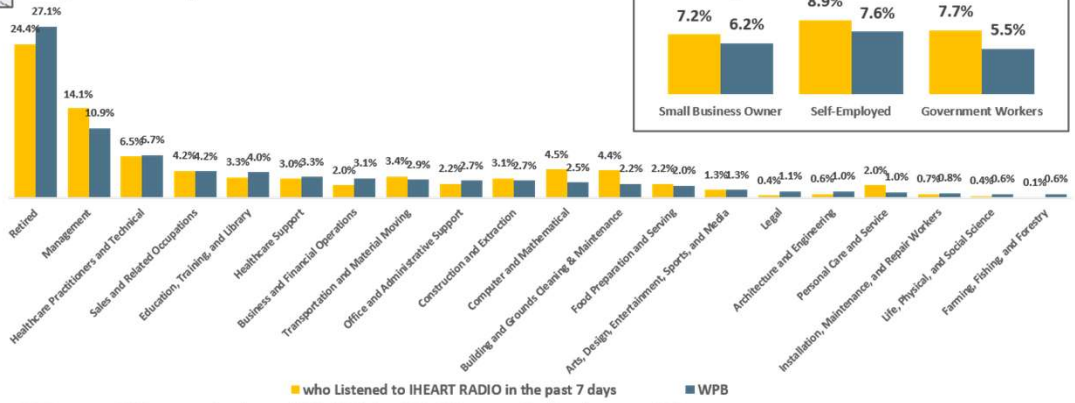
Employment: Adults 18 or older



Marital Status: Adults 18 or older

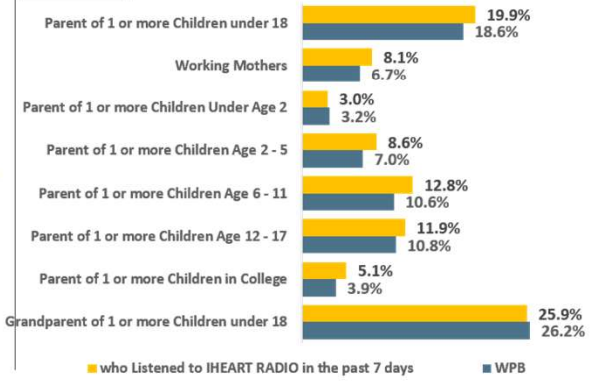


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



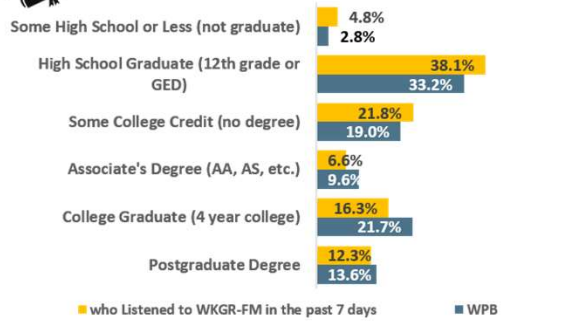
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

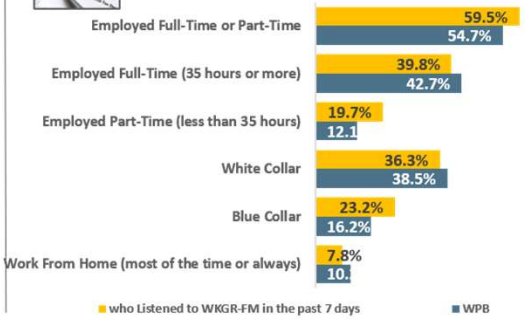
GATER 98.7fm

11.3% or 222,359 of WPB DMA Adults 18 or older Listened to WKGR-FM in the past 7 days.
Adults 18 or older who Listened to WKGR-FM in the past 7 days are 19.% less likely to be a college graduate, 6.8% less likely to work full-time, .7% more likely to be married, 1.% less likely to be a parent of 1 or more children under 18.

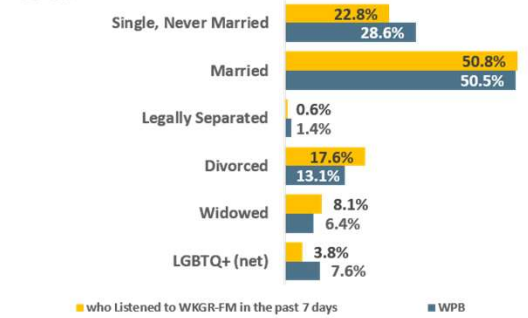
Education Levels: Adults 18 or older



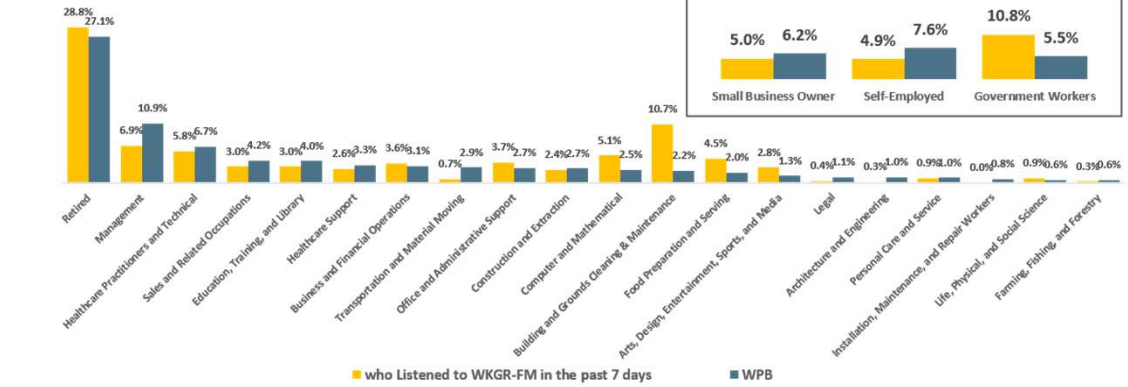
Employment: Adults 18 or older



Marital Status: Adults 18 or older

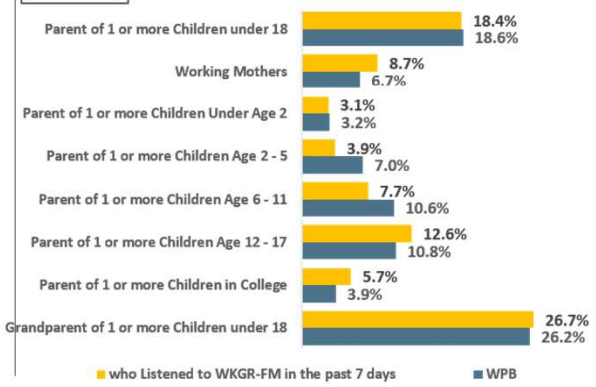


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

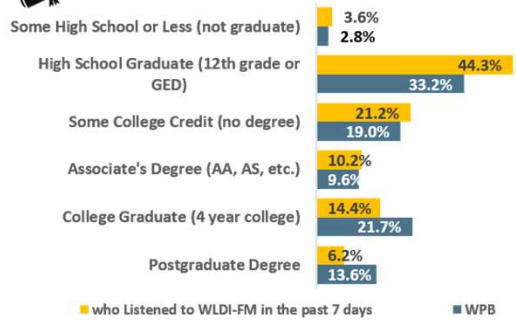


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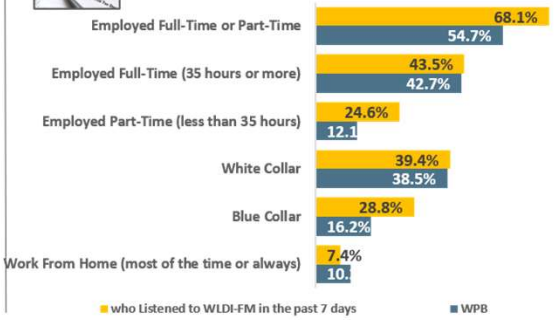
(Radio Stations: WKGR-FM)

8.4% or 165,004 of WPB DMA Adults 18 or older Listened to WLDI-FM in the past 7 days.
Adults 18 or older who Listened to WLDI-FM in the past 7 days are 41.7% less likely to be a college graduate, 2.% more likely to work full-time, 5.8% less likely to be married, 20.9% less likely to be a parent of 1 or more children under 18.

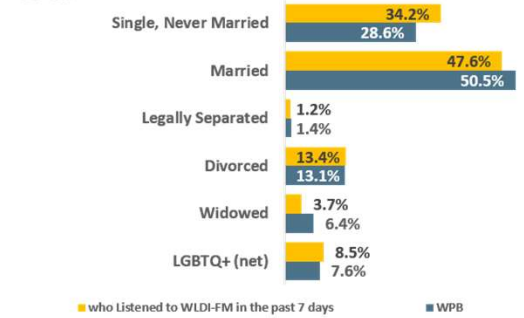
Education Levels: Adults 18 or older



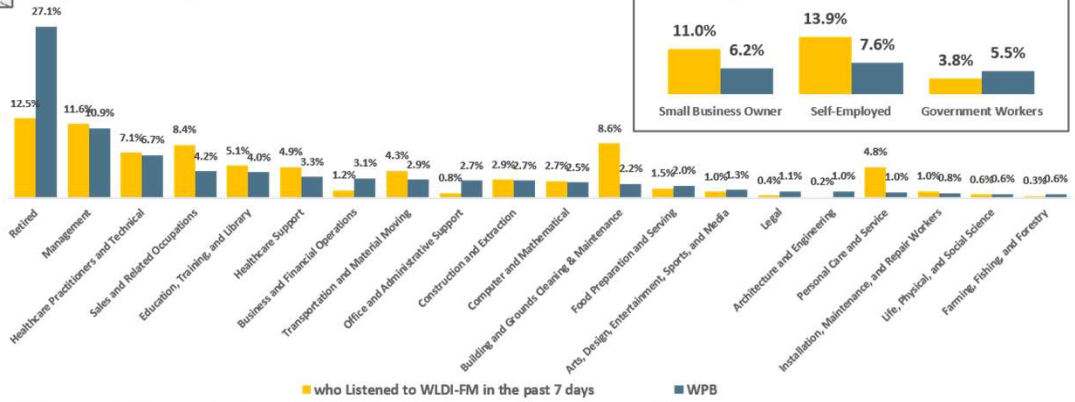
Employment: Adults 18 or older



Marital Status: Adults 18 or older

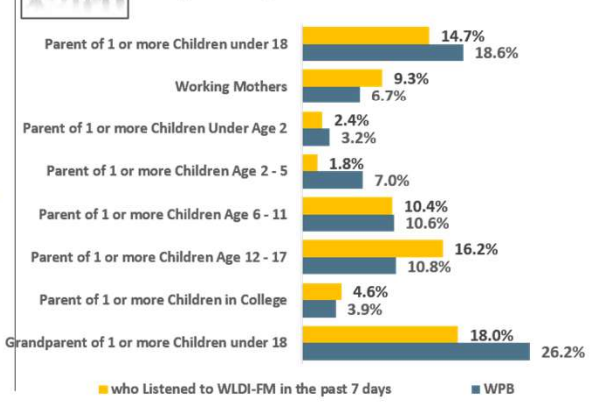


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

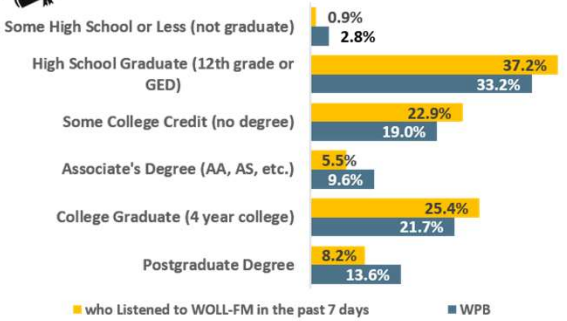


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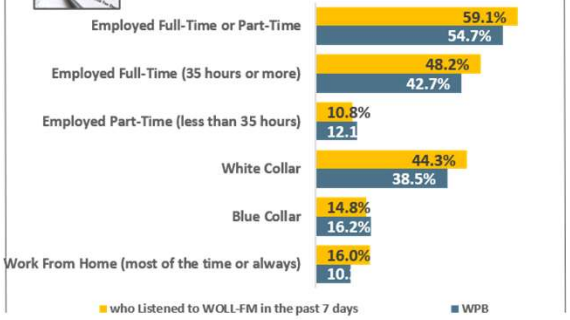
(Radio Stations: WLDI-FM)

8.9% or 176,240 of WPB DMA Adults 18 or older Listened to WOLL-FM in the past 7 days.
Adults 18 or older who Listened to WOLL-FM in the past 7 days are 4.9% less likely to be a college graduate, 13.% more likely to work full-time, 26.3% more likely to be married, 56.9% more likely to be a parent of 1 or more children under 18.

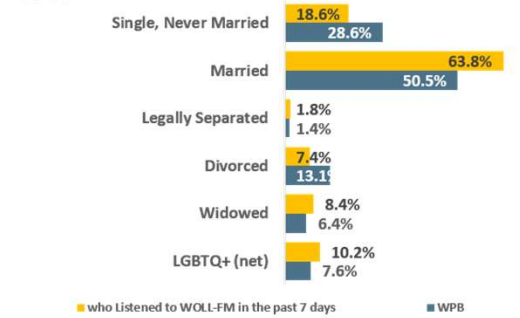
Education Levels: Adults 18 or older



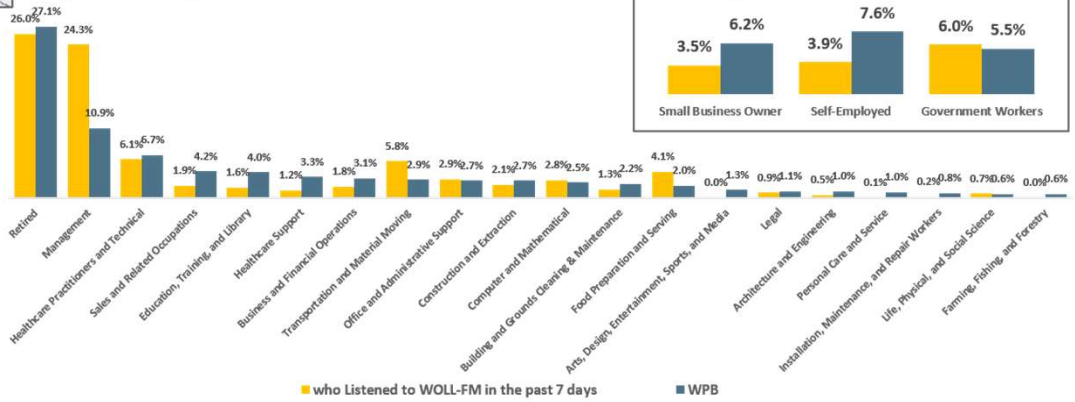
Employment: Adults 18 or older



Marital Status: Adults 18 or older

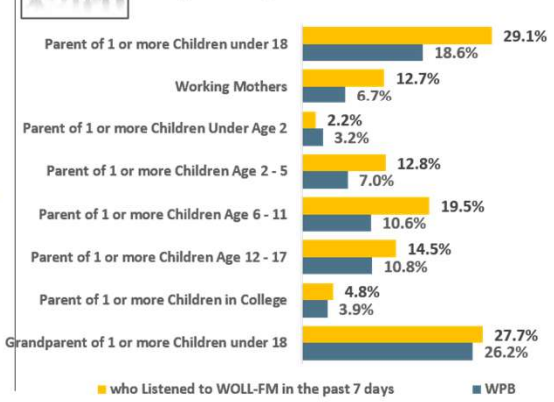


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

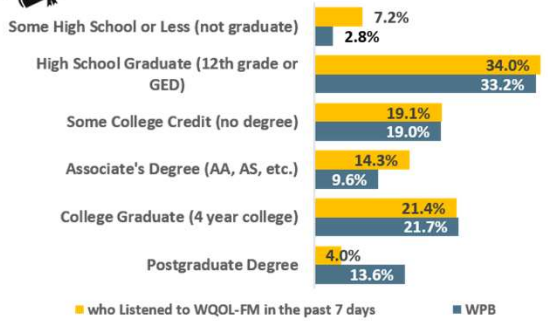


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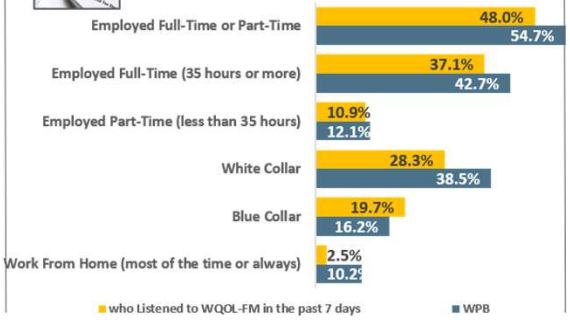
(Radio Stations: WOLL-FM)

3.5% or 68,701 of WPB DMA Adults 18 or older Listened to WQOL-FM in the past 7 days.
Adults 18 or older who Listened to WQOL-FM in the past 7 days are 28.% less likely to be a college graduate, 13.% less likely to work full-time, 30.3% more likely to be married, 38.5% less likely to be a parent of 1 or more children under 18.

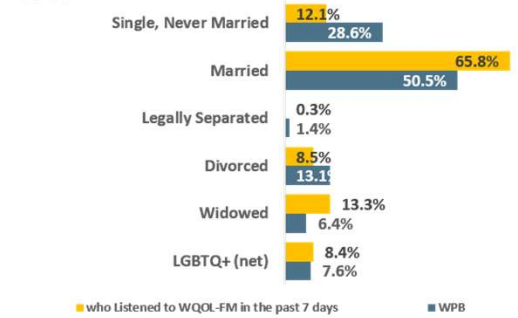
Education Levels: Adults 18 or older



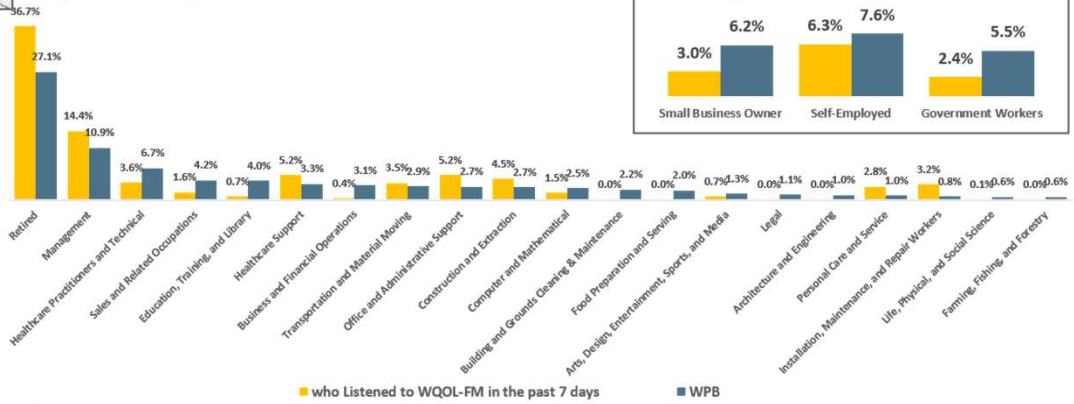
Employment: Adults 18 or older



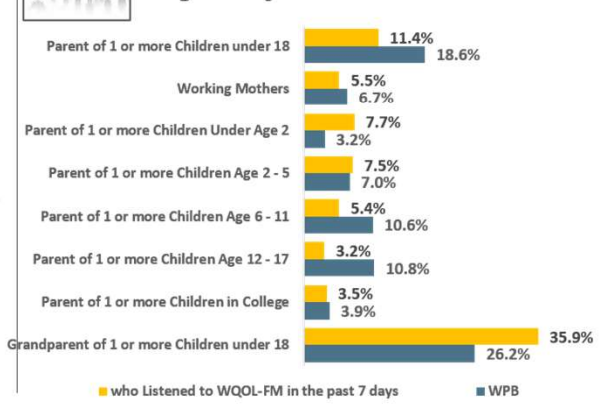
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

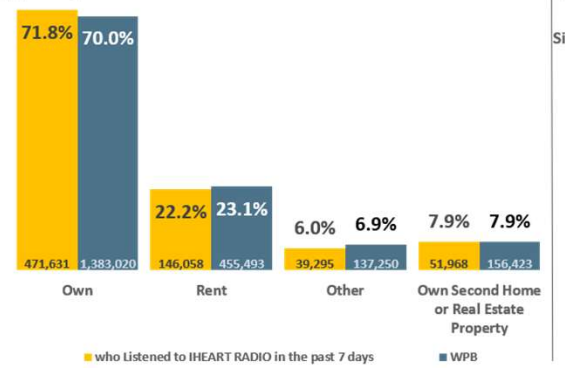


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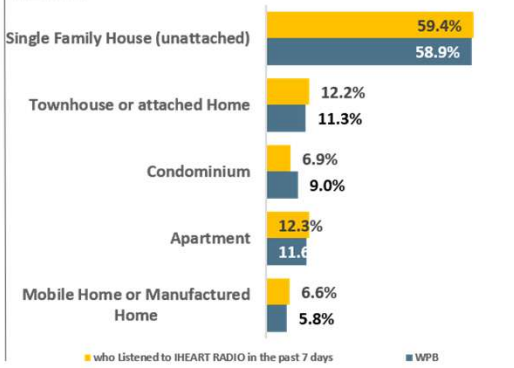
(Radio Stations: WQOL-FM)

33.3% or 656,984 of WPB DMA Adults 18 or older Listened to IHEART RADIO in the past 7 days. Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 2.6% more likely to own their home, 2.8% more likely to own a lower valued home, .9% more likely to have a single-family home, 3.8% more likely to have a dog.

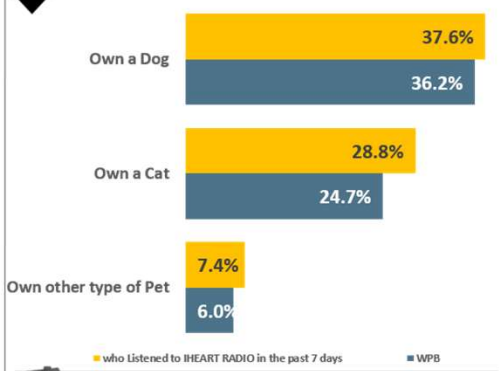
Own/Rent/Other: Adults 18 or older



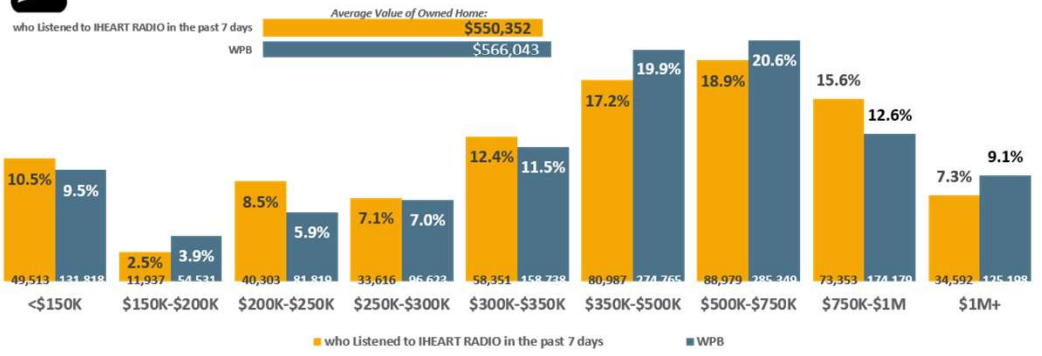
Type of Home: Adults 18 or older



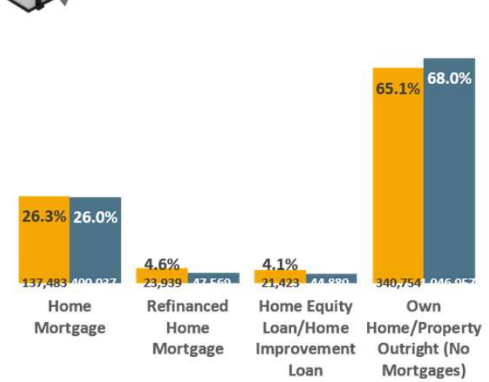
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 866

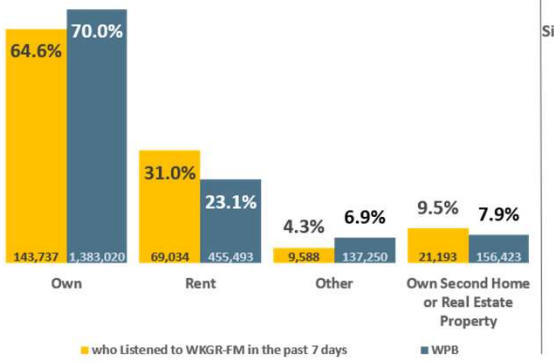
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

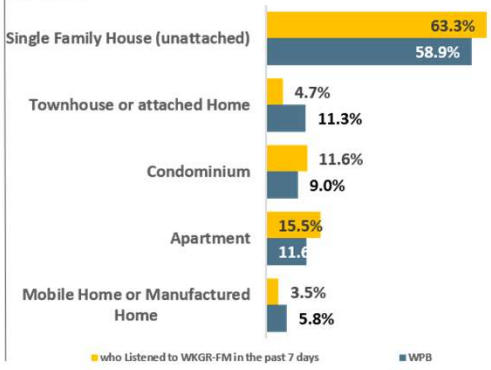
GATER 98.7fm

11.3% or 222,359 of WPB DMA Adults 18 or older Listened to WKGR-FM in the past 7 days.
Adults 18 or older who Listened to WKGR-FM in the past 7 days are 7.7% less likely to own their home, 11.1% more likely to own a lower valued home, 7.4% more likely to have a single-family home, 4.7% more likely to have a dog.

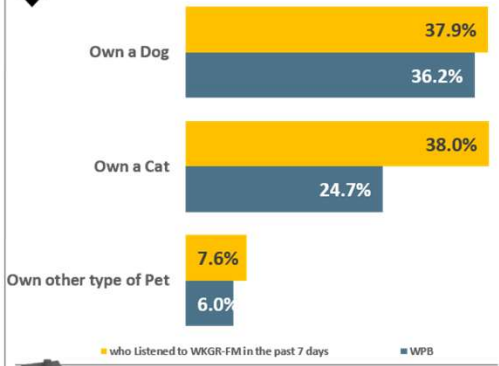
Own/Rent/Other: Adults 18 or older



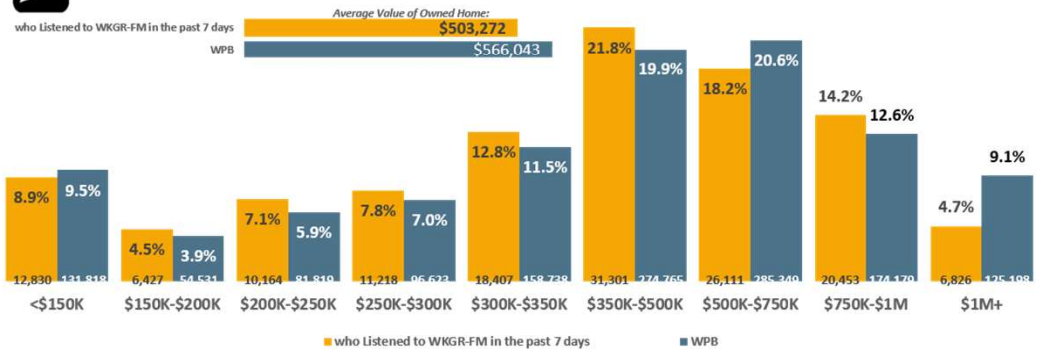
Type of Home: Adults 18 or older



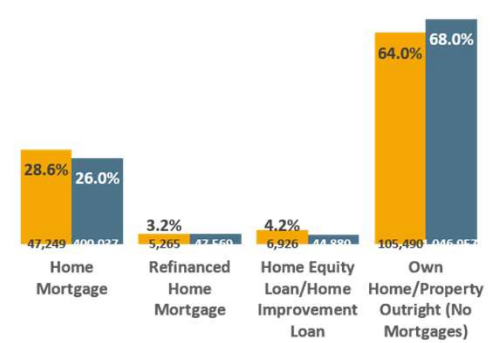
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



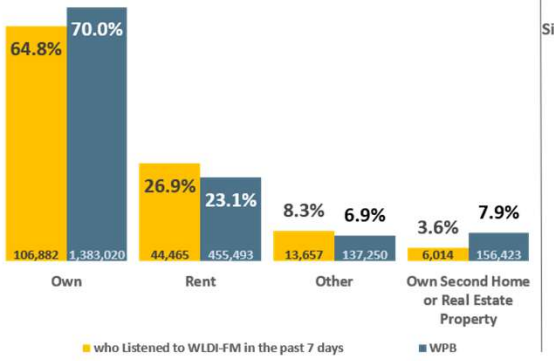
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

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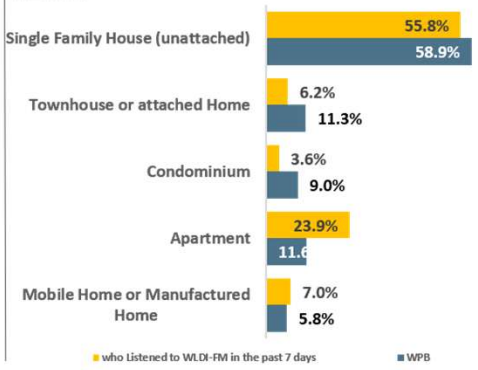
(Radio Stations: WKGR-FM)

8.4% or 165,004 of WPB DMA Adults 18 or older Listened to WLDI-FM in the past 7 days.
Adults 18 or older who Listened to WLDI-FM in the past 7 days are 7.5% less likely to own their home, .5% more likely to own a lower valued home, 5.3% less likely to have a single-family home, 7.4% less likely to have a dog.

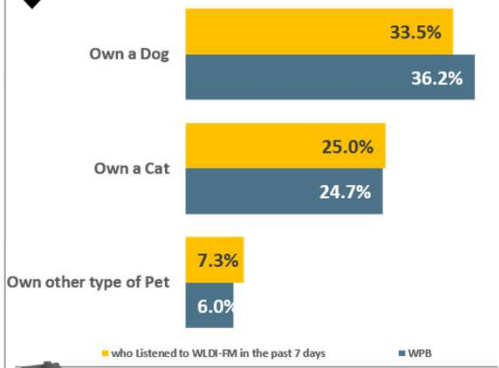
Own/Rent/Other: Adults 18 or older



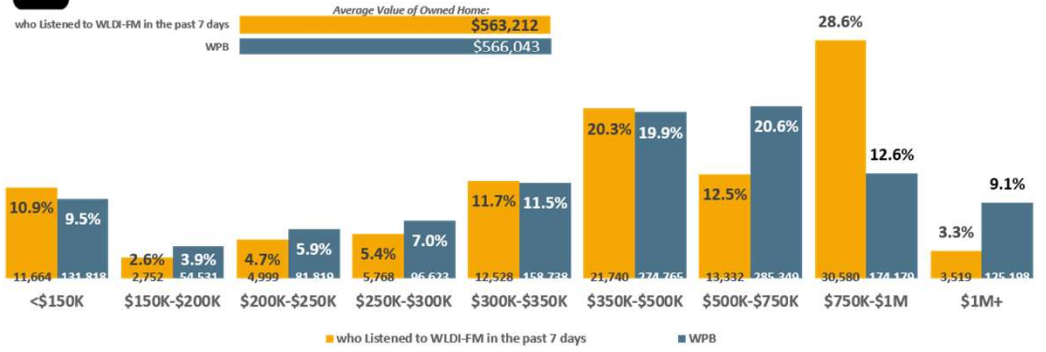
Type of Home: Adults 18 or older



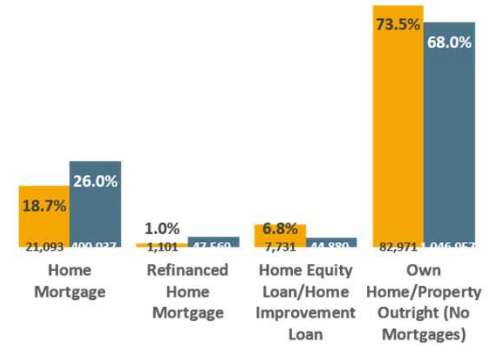
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 212

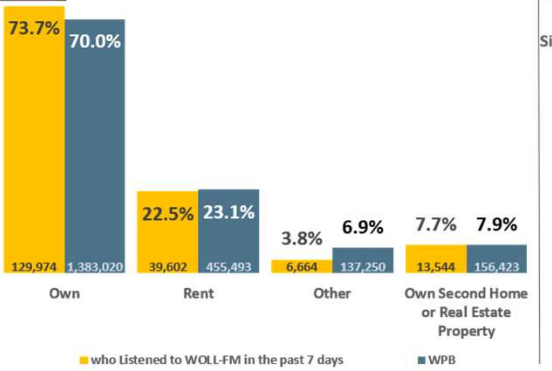
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(Radio Stations: WLDI-FM)

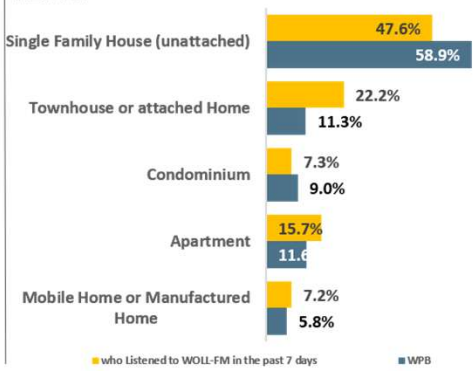
TODAY'S KOOL 105.5

8.9% or 176,240 of WPB DMA Adults 18 or older Listened to WOLL-FM in the past 7 days.
Adults 18 or older who Listened to WOLL-FM in the past 7 days are 5.4% more likely to own their home, 3.4% more likely to own a lower valued home, 19.2% less likely to have a single-family home, 27.% more likely to have a dog.

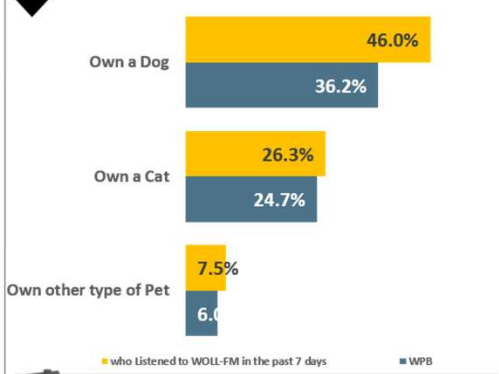
Own/Rent/Other: Adults 18 or older



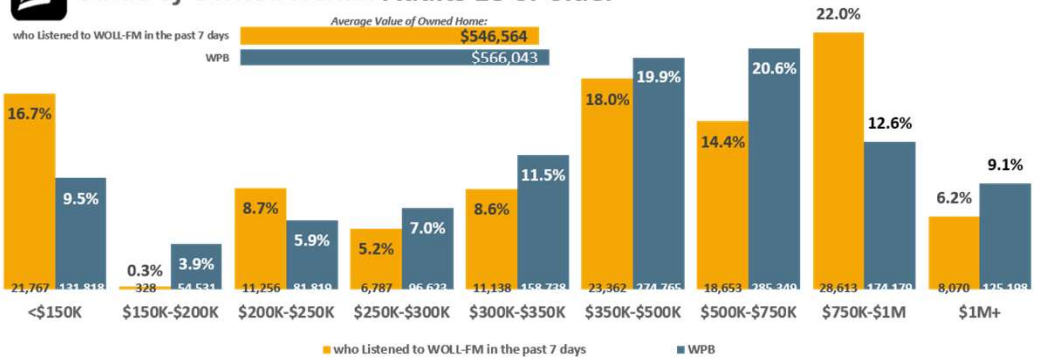
Type of Home: Adults 18 or older



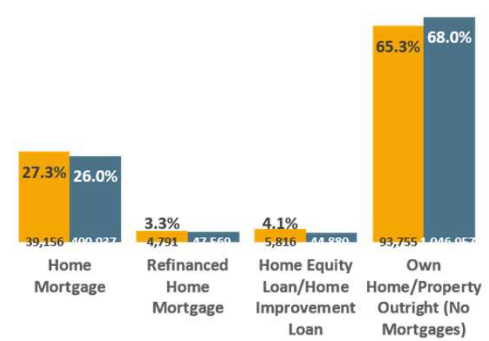
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



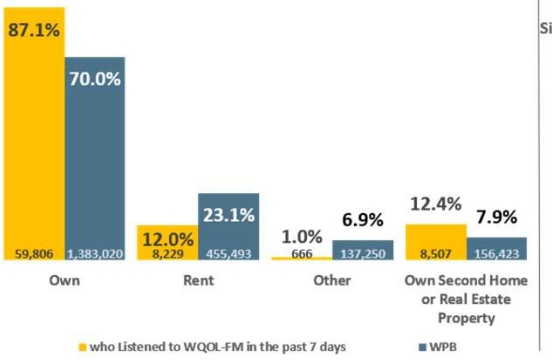
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 198

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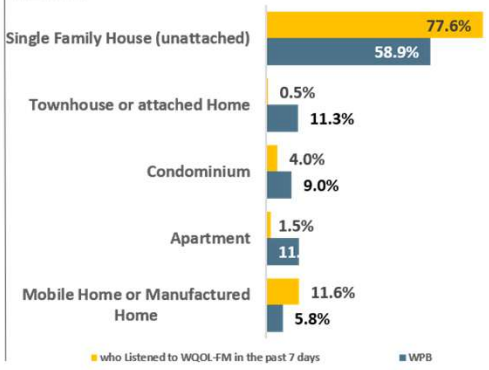
(Radio Stations: WOLL-FM)

3.5% or 68,701 of WPB DMA Adults 18 or older Listened to WQOL-FM in the past 7 days.
Adults 18 or older who Listened to WQOL-FM in the past 7 days are 24.4% more likely to own their home, 13.8% more likely to own a lower valued home, 31.7% more likely to have a single-family home, 23.3% more likely to have a dog.

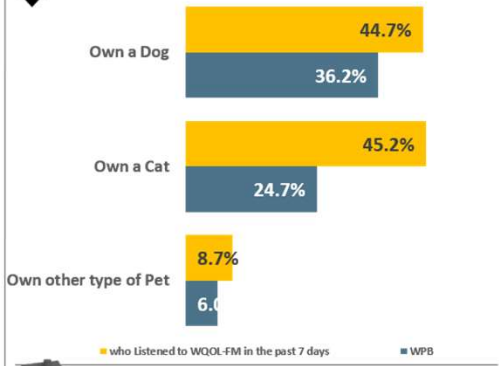
Own/Rent/Other: Adults 18 or older



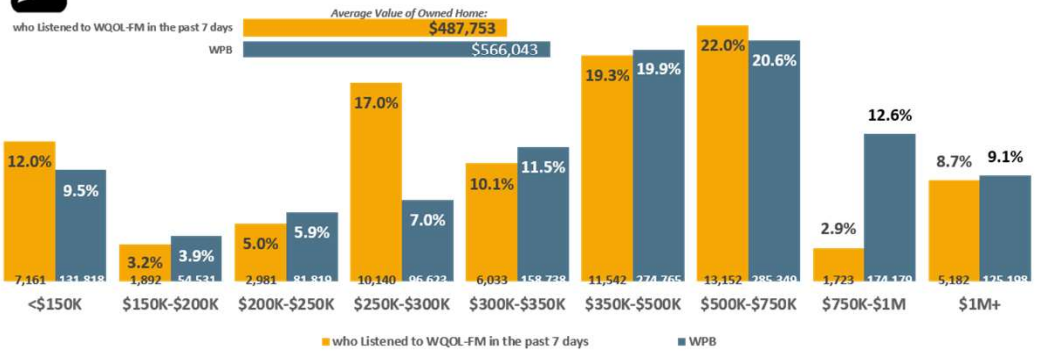
Type of Home: Adults 18 or older



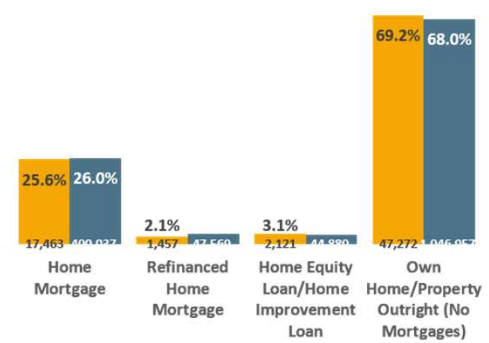
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



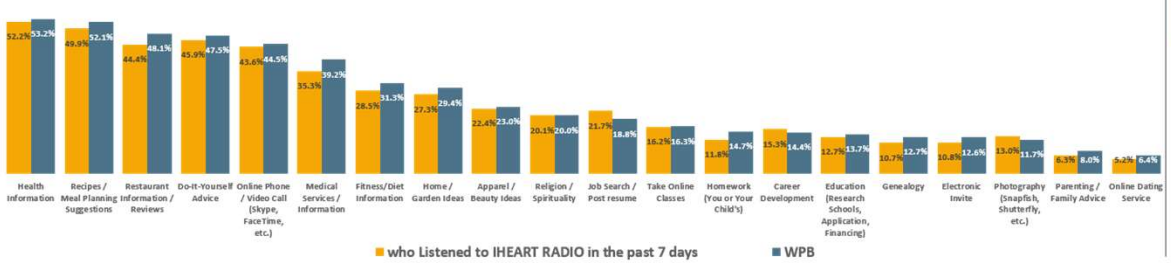
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 121

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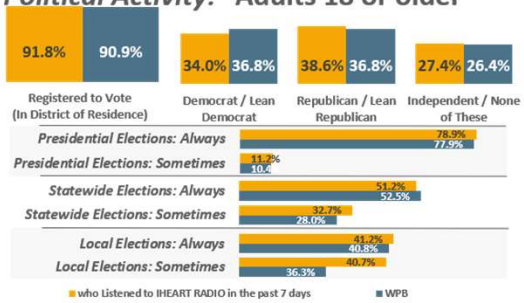
(Radio Stations: WQOL-FM)

33.3% or 656,984 of WPB DMA Adults 18 or older Listened to IHEART RADIO in the past 7 days.
Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 3.4% less likely to look up D-I-Y advice online, .9% more likely to always vote in local elections, 6.6% more likely to belong to a gym, 3.% less likely to fly domestic past yr.

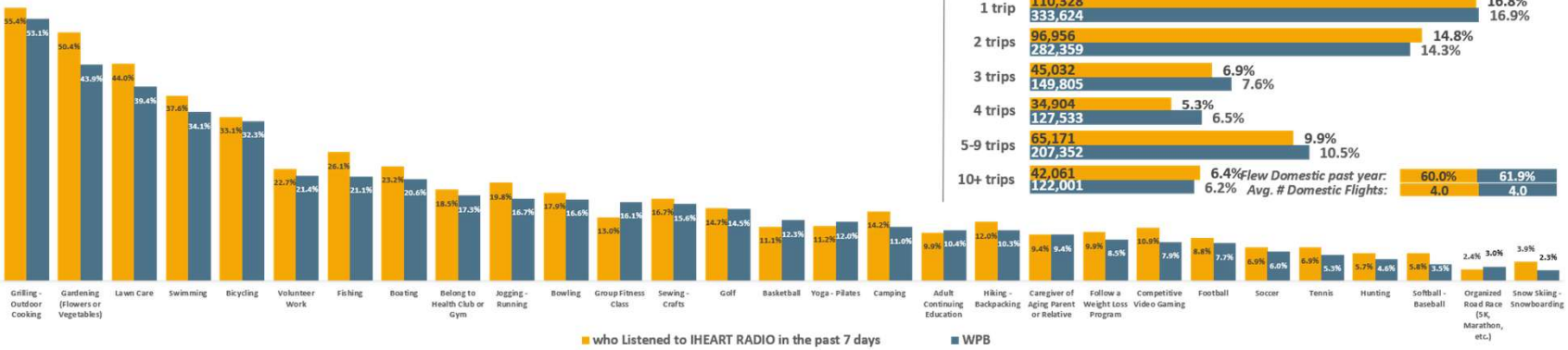
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

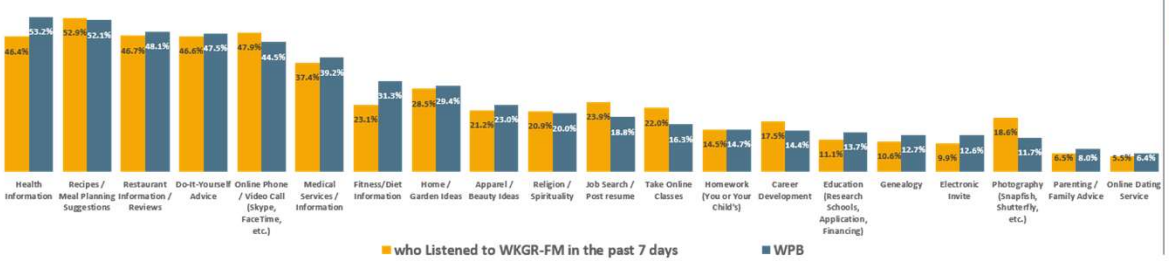
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 866

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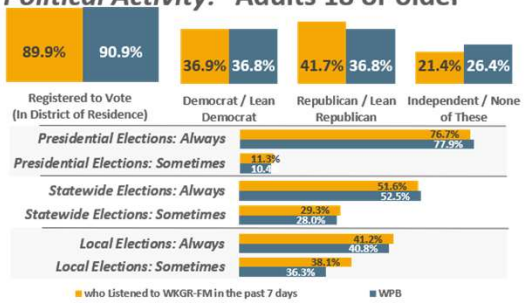
(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

11.3% or 222,359 of WPB DMA Adults 18 or older Listened to WKGR-FM in the past 7 days.
Adults 18 or older who Listened to WKGR-FM in the past 7 days are 1.9% less likely to look up D-I-Y advice online, .8% more likely to always vote in local elections, 29.4% less likely to belong to a gym, 8.4% less likely to fly domestic past yr.

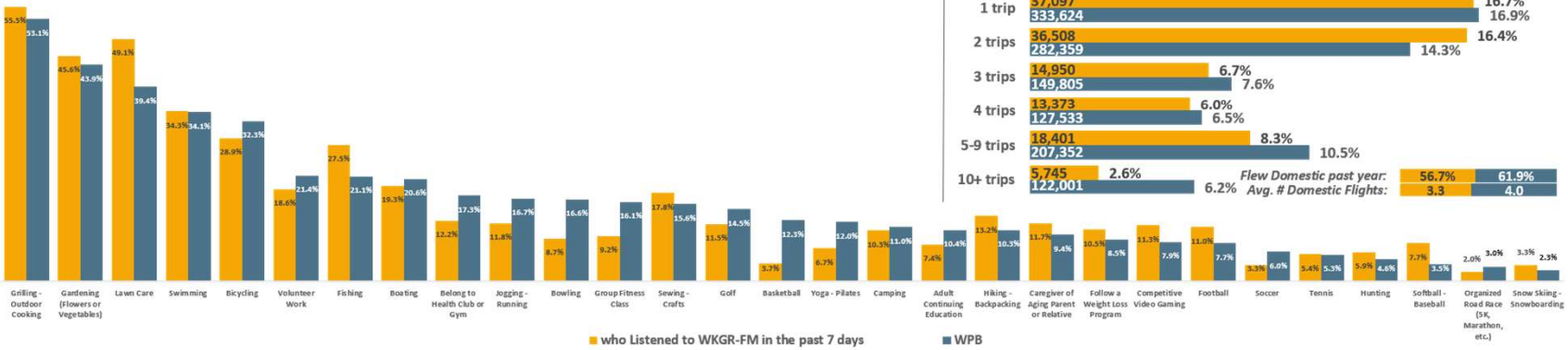
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

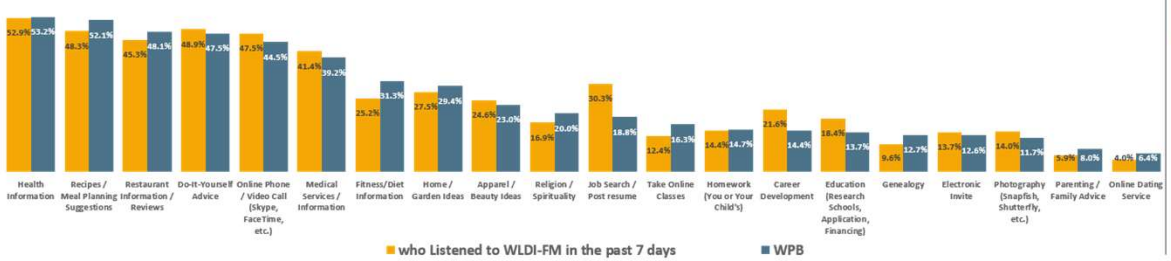
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

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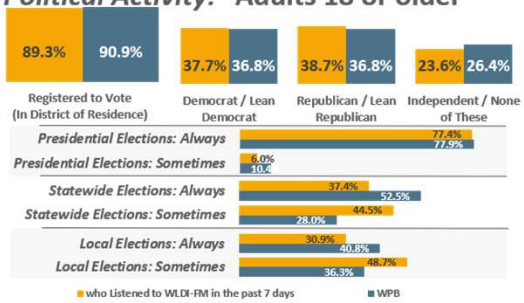
(Radio Stations: WKGR-FM)

8.4% or 165,004 of WPB DMA Adults 18 or older Listened to WLDI-FM in the past 7 days.
Adults 18 or older who Listened to WLDI-FM in the past 7 days are 2.9% more likely to look up D-I-Y advice online, 24.4% less likely to always vote in local elections, 21.6% less likely to belong to a gym, 15.% less likely to fly domestic past yr.

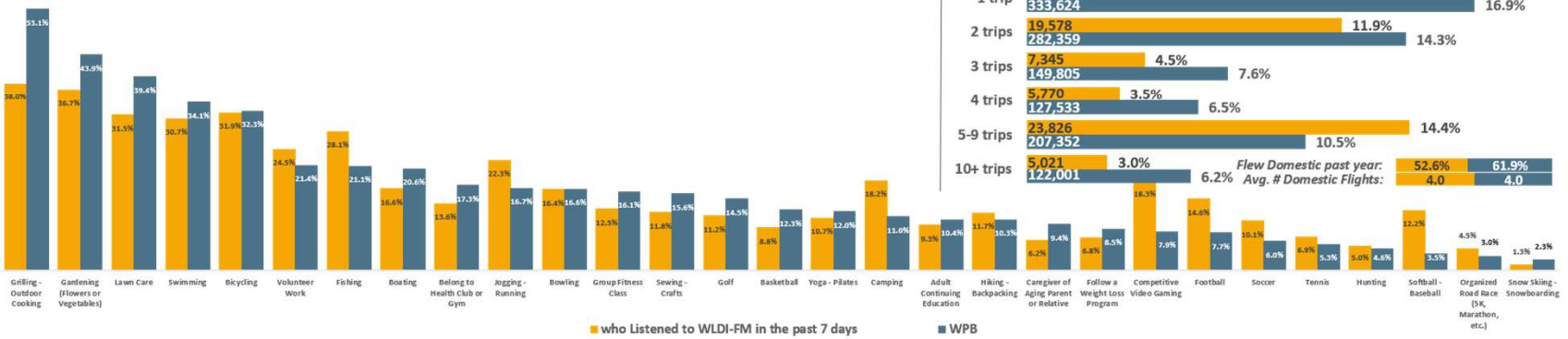
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

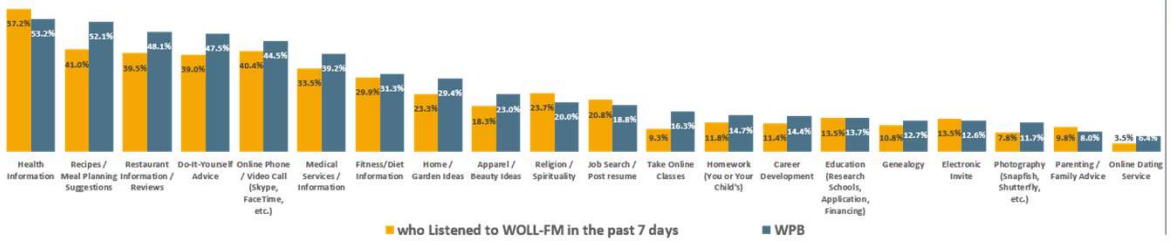
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 212

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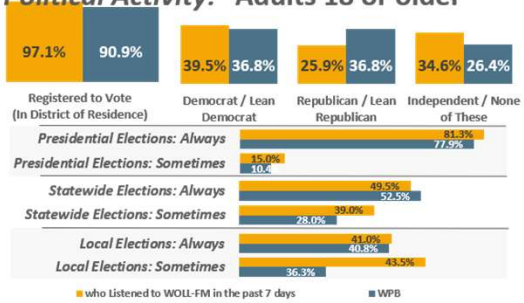
(Radio Stations: WLDI-FM)

8.9% or 176,240 of WPB DMA Adults 18 or older Listened to WOLL-FM in the past 7 days.
Adults 18 or older who Listened to WOLL-FM in the past 7 days are 17.8% less likely to look up D-I-Y advice online, .5% more likely to always vote in local elections, 39.9% more likely to belong to a gym, .3% more likely to fly domestic past yr.

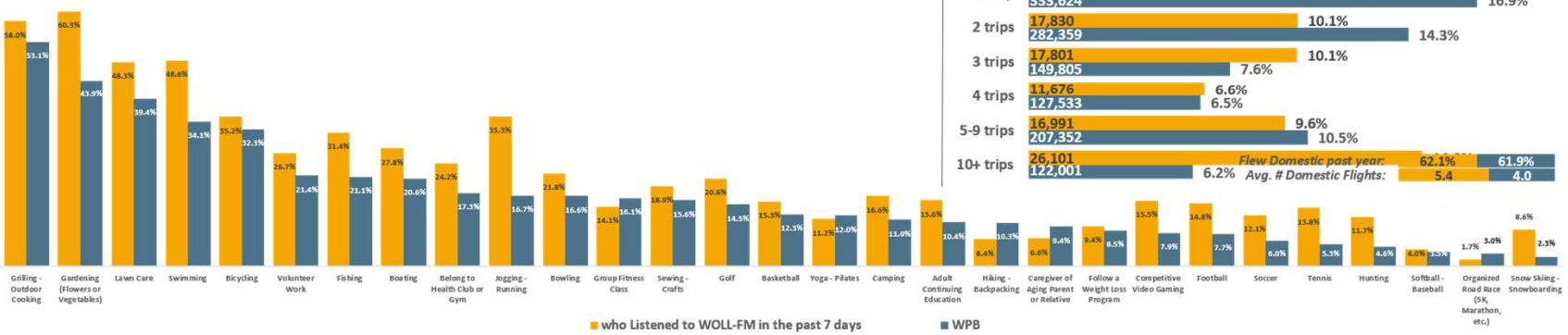
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

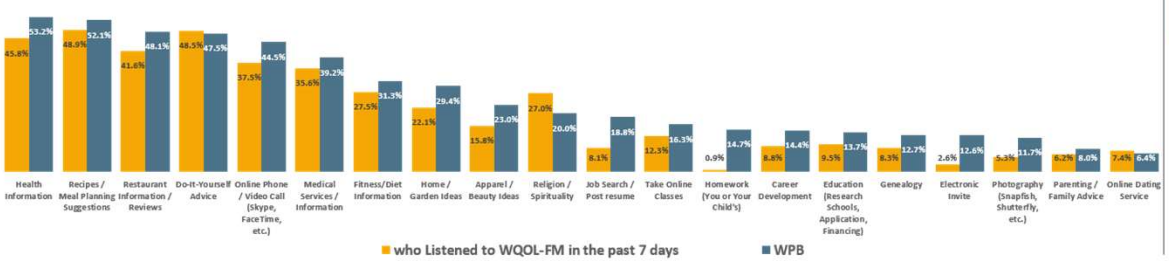
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 198

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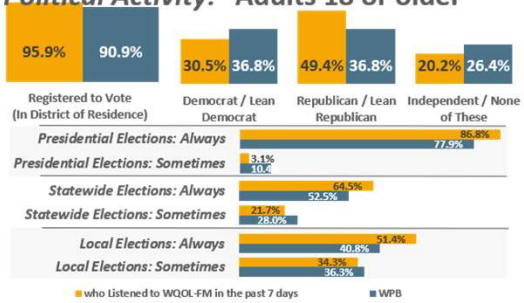
(Radio Stations: WOLL-FM)

3.5% or 68,701 of WPB DMA Adults 18 or older Listened to WQOL-FM in the past 7 days.
Adults 18 or older who Listened to WQOL-FM in the past 7 days are 2.% more likely to look up D-I-Y advice online, 25.9% more likely to always vote in local elections, 10.2% more likely to belong to a gym, 19.6% less likely to fly domestic past yr.

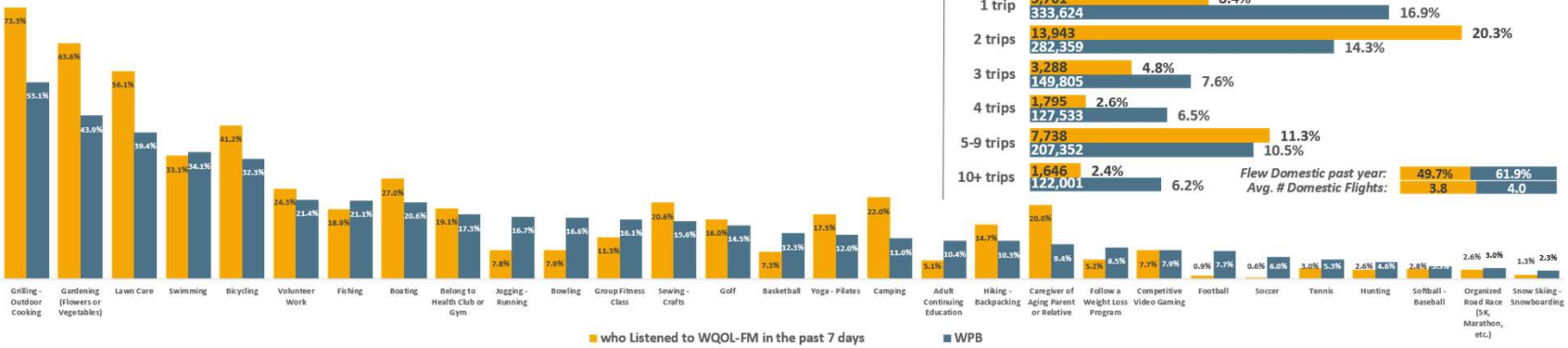
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 121

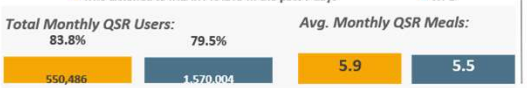
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(Radio Stations: WQOL-FM)

33.3% or 656,984 of WPB DMA Adults 18 or older Listened to IHEART RADIO in the past 7 days.
Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 5.4% more likely to use QSRs past mo., 2.7% more likely to use Sit-Down Restaurants past mo., 8.8% more likely to use Casinos past yr., 31.6% more likely to smoke cigarettes.

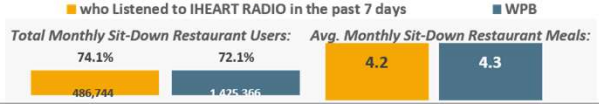
Past 30-days QSR Users: Adults 18 or older





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





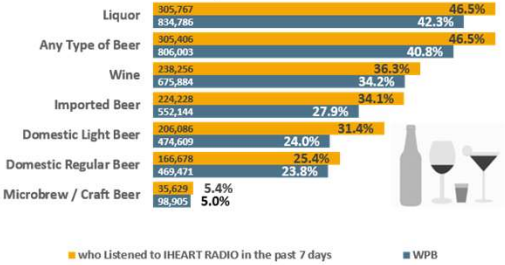
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



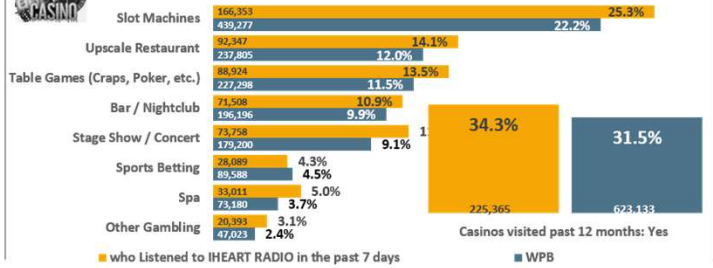


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 866

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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

GATER 98.7fm

11.3% or 222,359 of WPB DMA Adults 18 or older Listened to WKGR-FM in the past 7 days.
Adults 18 or older who Listened to WKGR-FM in the past 7 days are 4.3% less likely to use QSRs past mo., 2.% less likely to use Sit-Down Restaurants past mo., 4.7% less likely to use Casinos past yr., 56.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



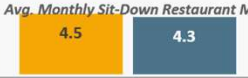
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

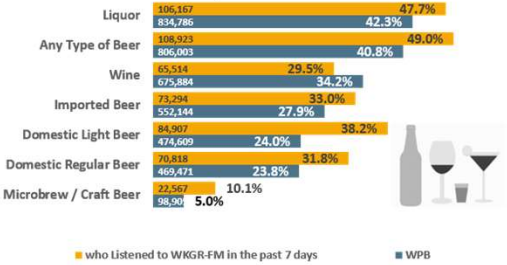
(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

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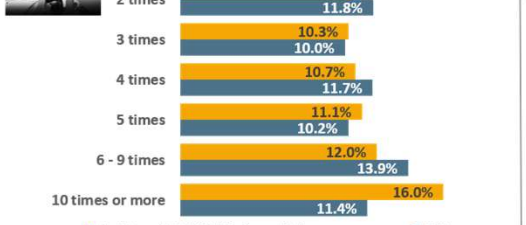
(Radio Stations: WKGR-FM)

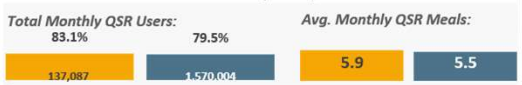
WILD 95.5
THE PALM BEACHES #1 HIT MUSIC STATION

8.4% or 165,004 of WPB DMA Adults 18 or older Listened to WLDI-FM in the past 7 days.
Adults 18 or older who Listened to WLDI-FM in the past 7 days are 4.6% more likely to use QSRs past mo., 14.4% less likely to use Sit-Down Restaurants past mo., 3.2% less likely to use Casinos past yr., 7.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older

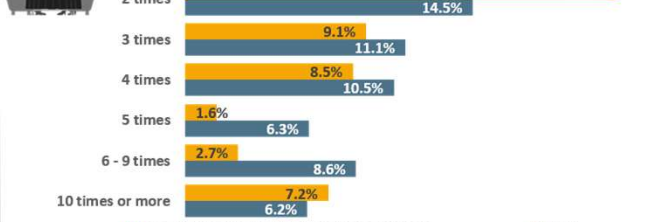


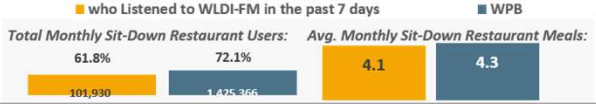




Past 30-days Sit-Down Restaurant Users: Adults 18 or older



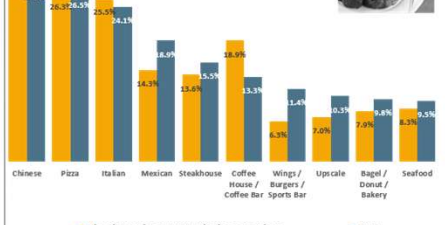




Top-10 Cuisines: Adults 18 or older

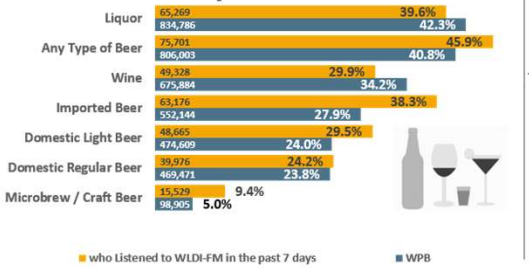
(Sit-Down Restaurants Used Past 30-days)







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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 212

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(Radio Stations: WLDI-FM)

8.9% or 176,240 of WPB DMA Adults 18 or older Listened to WOLL-FM in the past 7 days.
Adults 18 or older who Listened to WOLL-FM in the past 7 days are 10.6% more likely to use QSRs past mo., 4.4% more likely to use Sit-Down Restaurants past mo., .3% less likely to use Casinos past yr., 54.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older

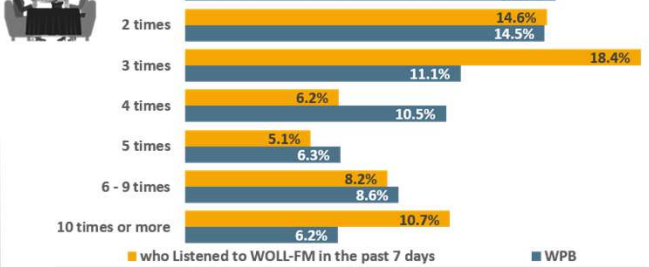


Total Monthly QSR Users:
87.9% 79.5%
154,940 1,570,004

Avg. Monthly QSR Meals:
5.8 5.5

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





Total Monthly Sit-Down Restaurant Users:
75.3% 72.1%
132,694 1,425,366

Avg. Monthly Sit-Down Restaurant Meals:
4.9 4.3

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

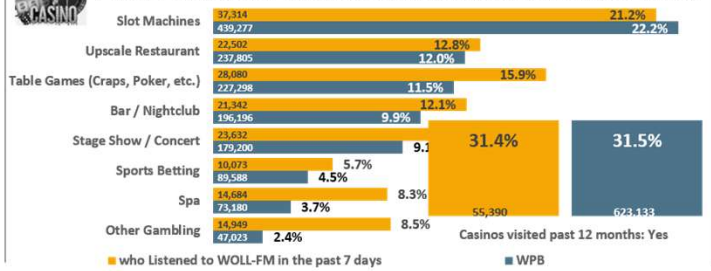
who Listened to WOLL-FM in the past 7 days	38,331	21.7%
WPB	422,952	21.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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(Radio Stations: WOLL-FM)

3.5% or 68,701 of WPB DMA Adults 18 or older Listened to WQOL-FM in the past 7 days.
Adults 18 or older who Listened to WQOL-FM in the past 7 days are 14.4% more likely to use QSRs past mo., 19.1% more likely to use Sit-Down Restaurants past mo., 23.5% more likely to use Casinos past yr., 139.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



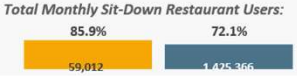
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

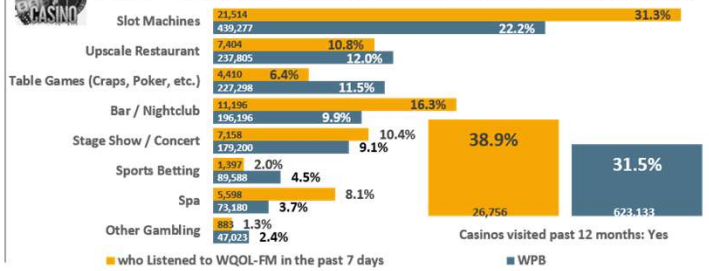


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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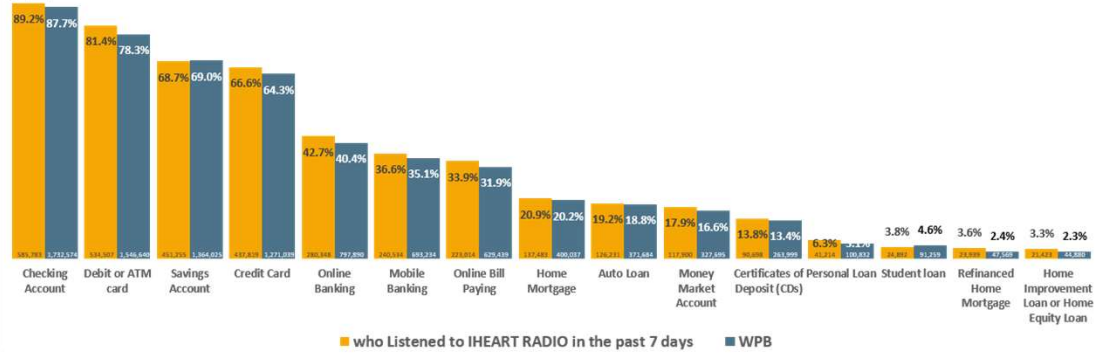
(Radio Stations: WQOL-FM)

33.3% or 656,984 of WPB DMA Adults 18 or older Listened to IHEART RADIO in the past 7 days.
Adults 18 or older who Listened to IHEART RADIO in the past 7 days are 2.6% more likely to have a 401K, 2.1% more likely to have an Auto Loan, 4.5% less likely to Invest/Trade Stocks Online, 3.5% more likely to pay with their Debit Card.

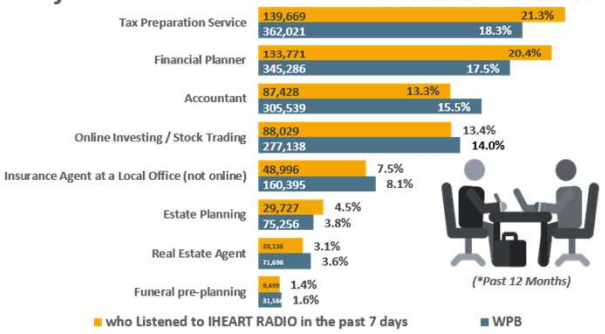
Investments Owned: Adults 18 or older



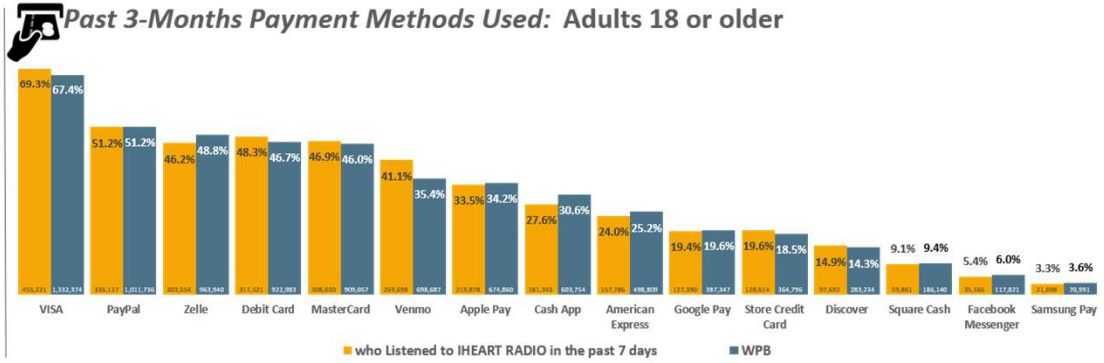
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 866

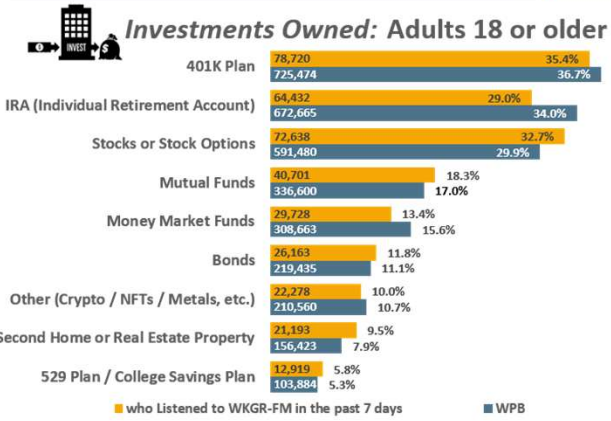
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

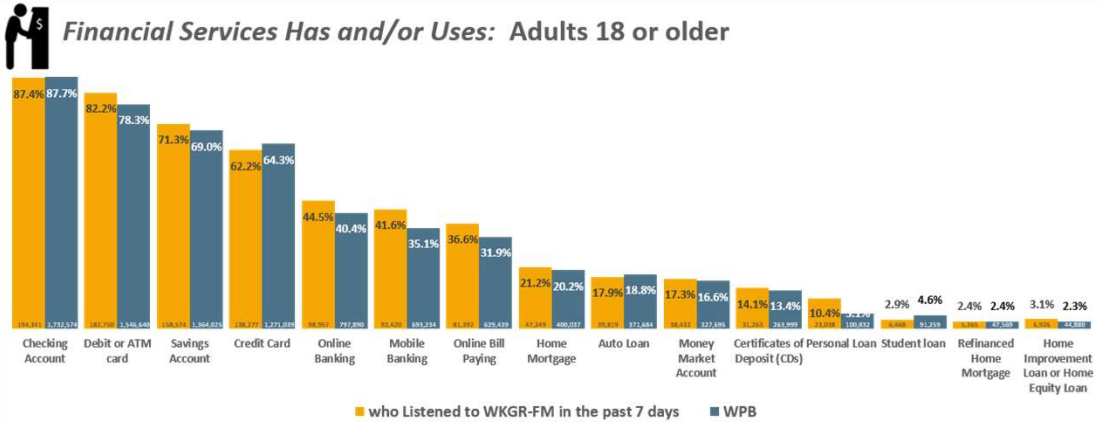
GATER 98.7fm

11.3% or 222,359 of WPB DMA Adults 18 or older Listened to WKGR-FM in the past 7 days.
Adults 18 or older who Listened to WKGR-FM in the past 7 days are 3.6% less likely to have a 401K, 4.8% less likely to have an Auto Loan, 25.3% more likely to Invest/Trade Stocks Online, 13.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



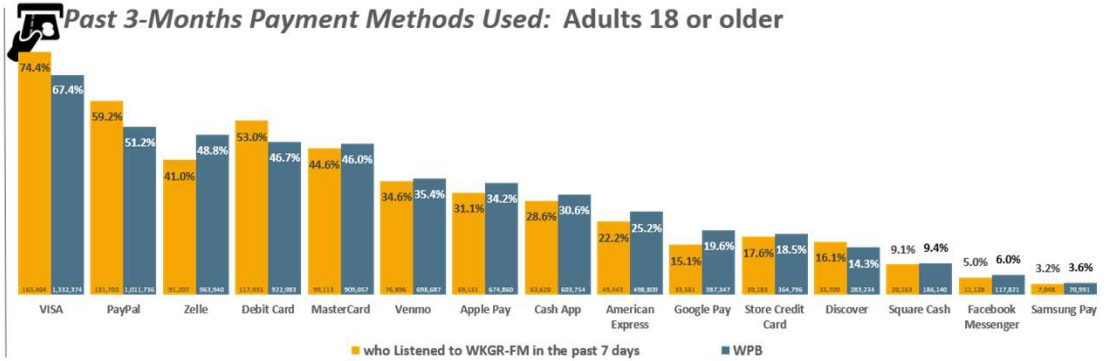
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



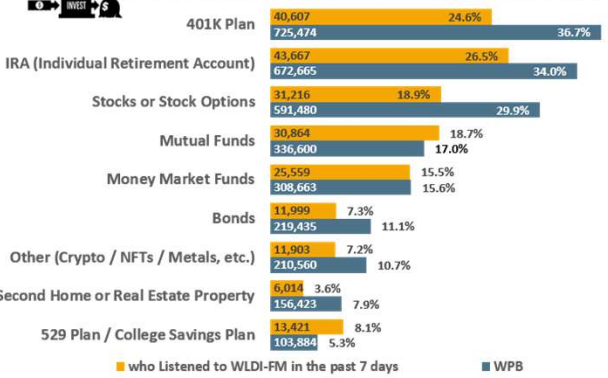
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

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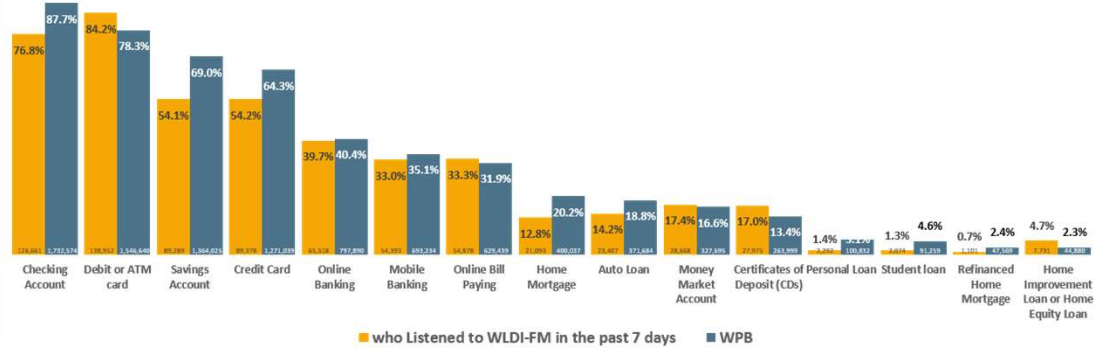
(Radio Stations: WKGR-FM)

8.4% or 165,004 of WPB DMA Adults 18 or older Listened to WLDI-FM in the past 7 days.
Adults 18 or older who Listened to WLDI-FM in the past 7 days are 33.% less likely to have a 401K, 24.6% less likely to have an Auto Loan, 17.8% less likely to Invest/Trade Stocks Online, 26.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



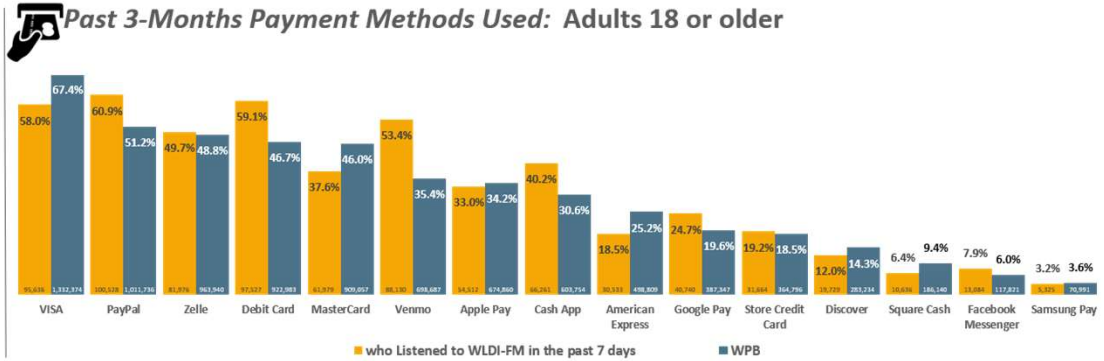
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



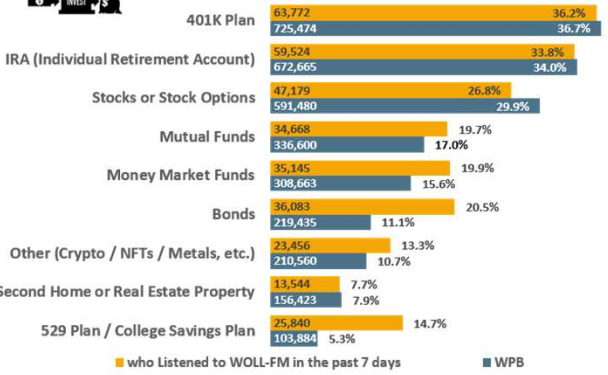
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 212

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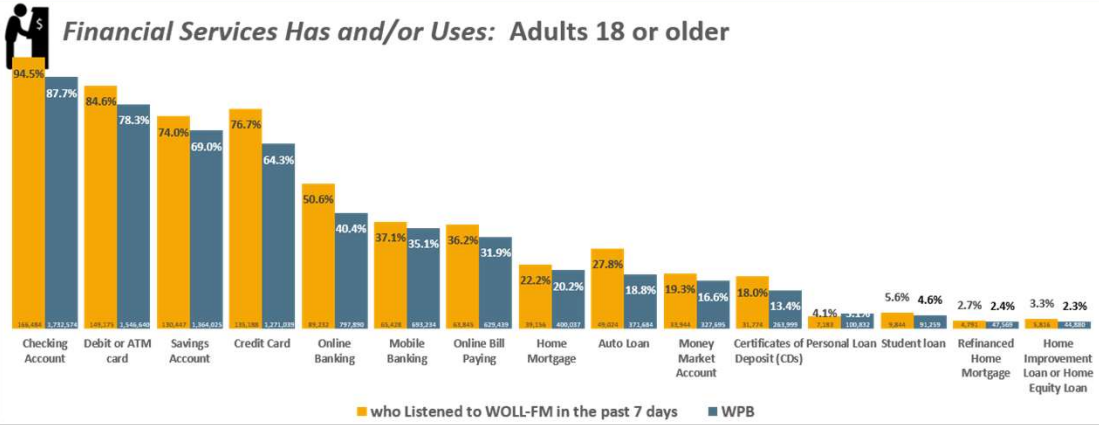
(Radio Stations: WLDI-FM)

8.9% or 176,240 of WPB DMA Adults 18 or older Listened to WOLL-FM in the past 7 days.
Adults 18 or older who Listened to WOLL-FM in the past 7 days are 1.5% less likely to have a 401K, 47.9% more likely to have an Auto Loan, 11.6% less likely to Invest/Trade Stocks Online, 11.6% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

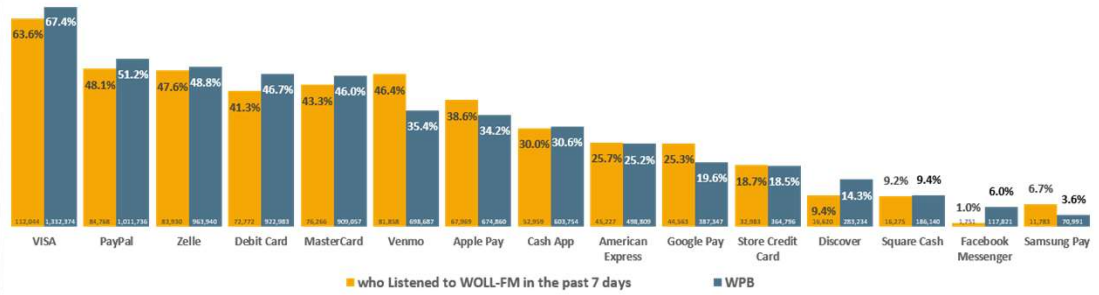


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



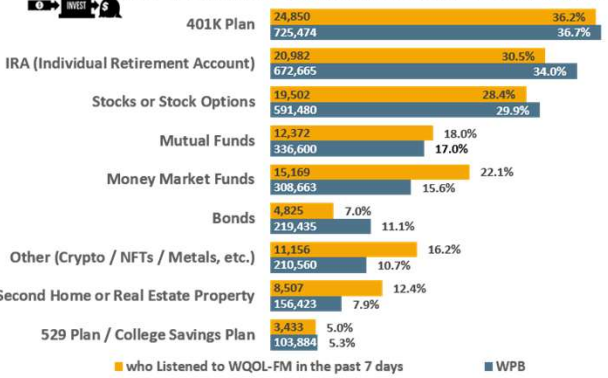
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 198

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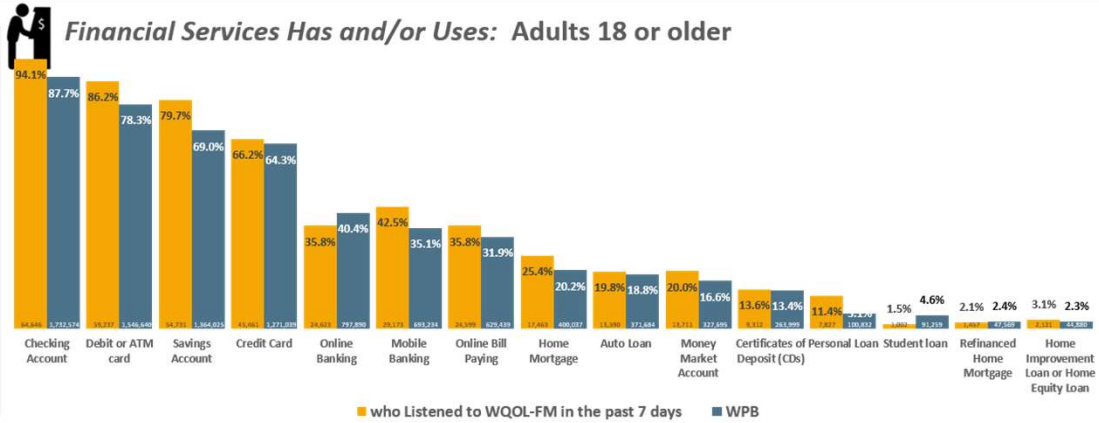
(Radio Stations: WOLL-FM)

3.5% or 68,701 of WPB DMA Adults 18 or older Listened to WQOL-FM in the past 7 days.
Adults 18 or older who Listened to WQOL-FM in the past 7 days are 1.5% less likely to have a 401K, 5.2% more likely to have an Auto Loan, 28.4% less likely to Invest/Trade Stocks Online, 26.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



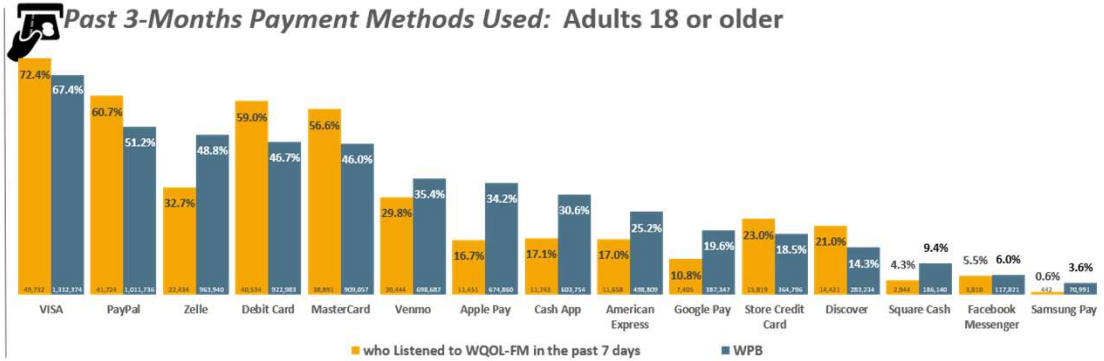
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



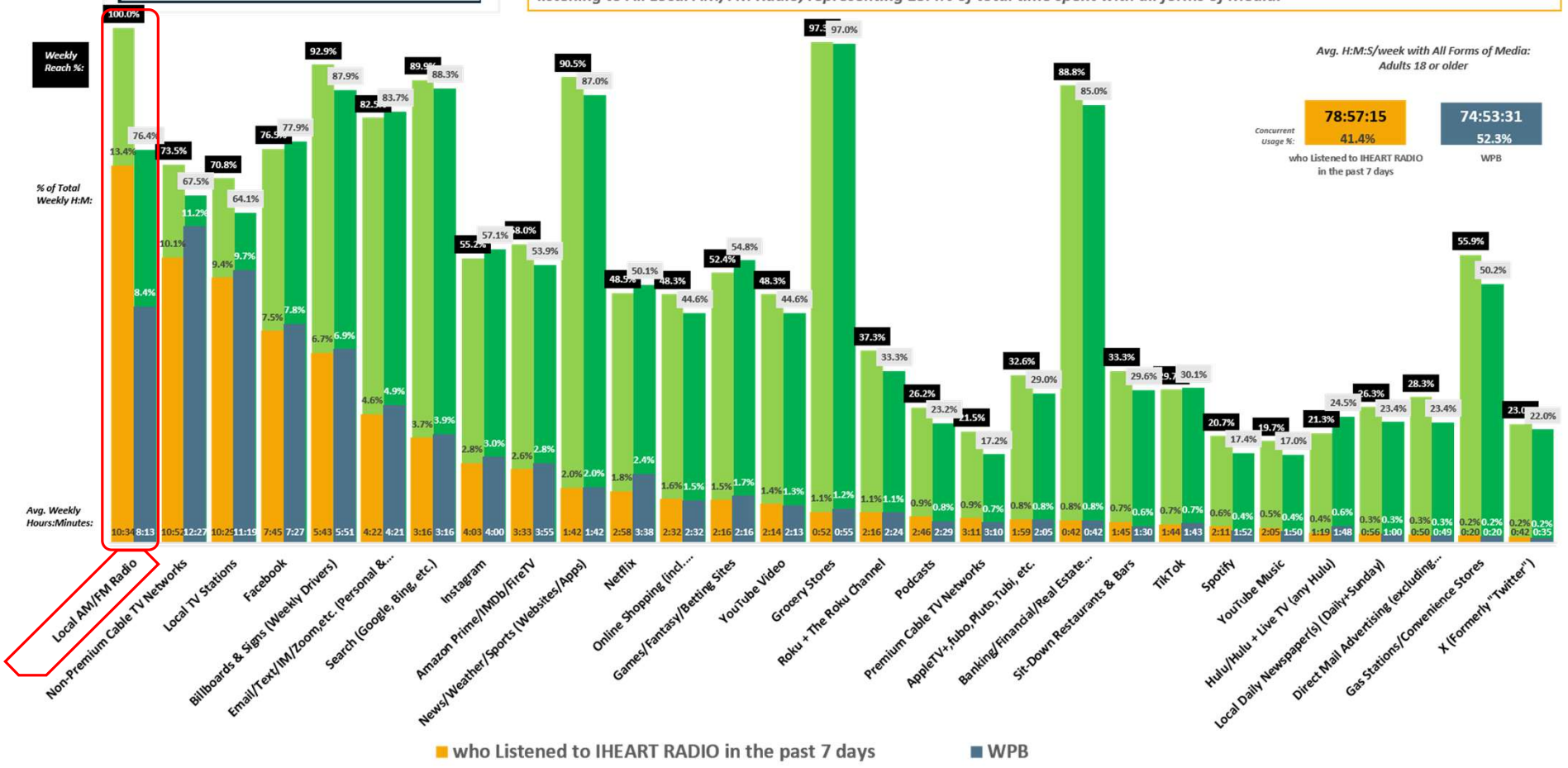
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 121

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(Radio Stations: WQOL-FM)

Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 3 days, 6 hours, 57 minutes and 15 seconds each week with All Forms of Media.

100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an avg. of 10 hours and 34 minutes each week listening to All Local AM/FM Radio, representing 13.4% of total time spent with all forms of Media.

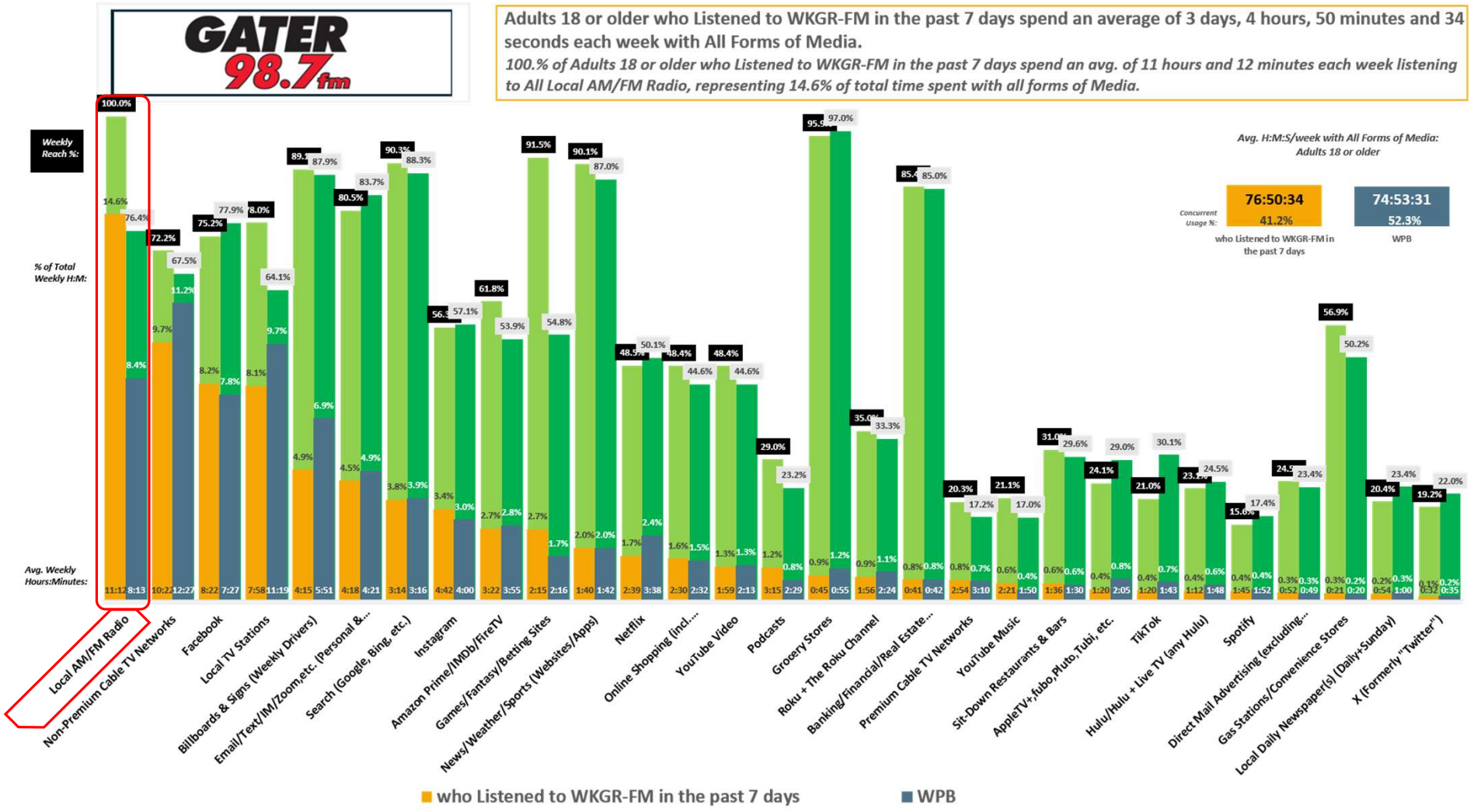


WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 866

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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

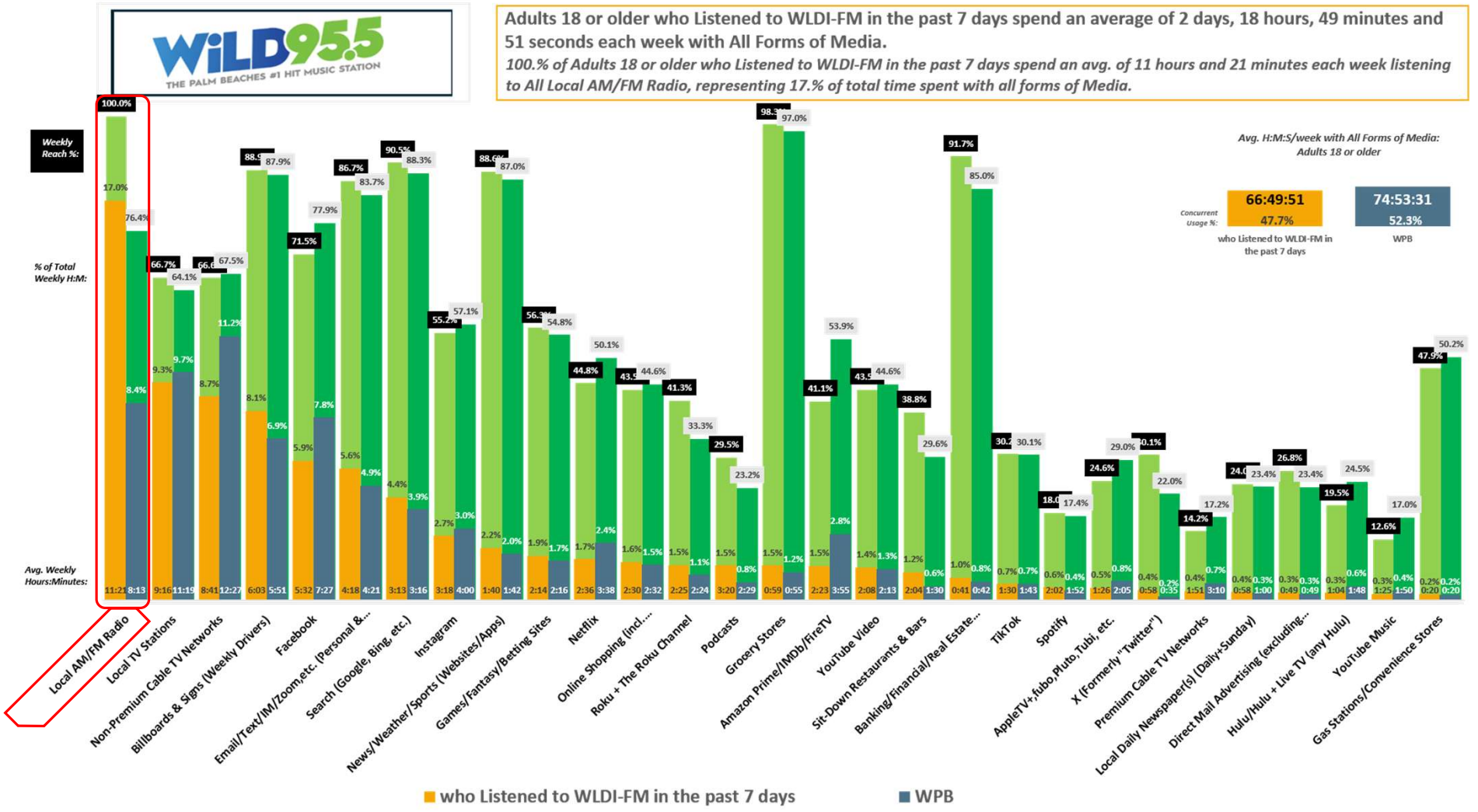


WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

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(Radio Stations: WKGR-FM)

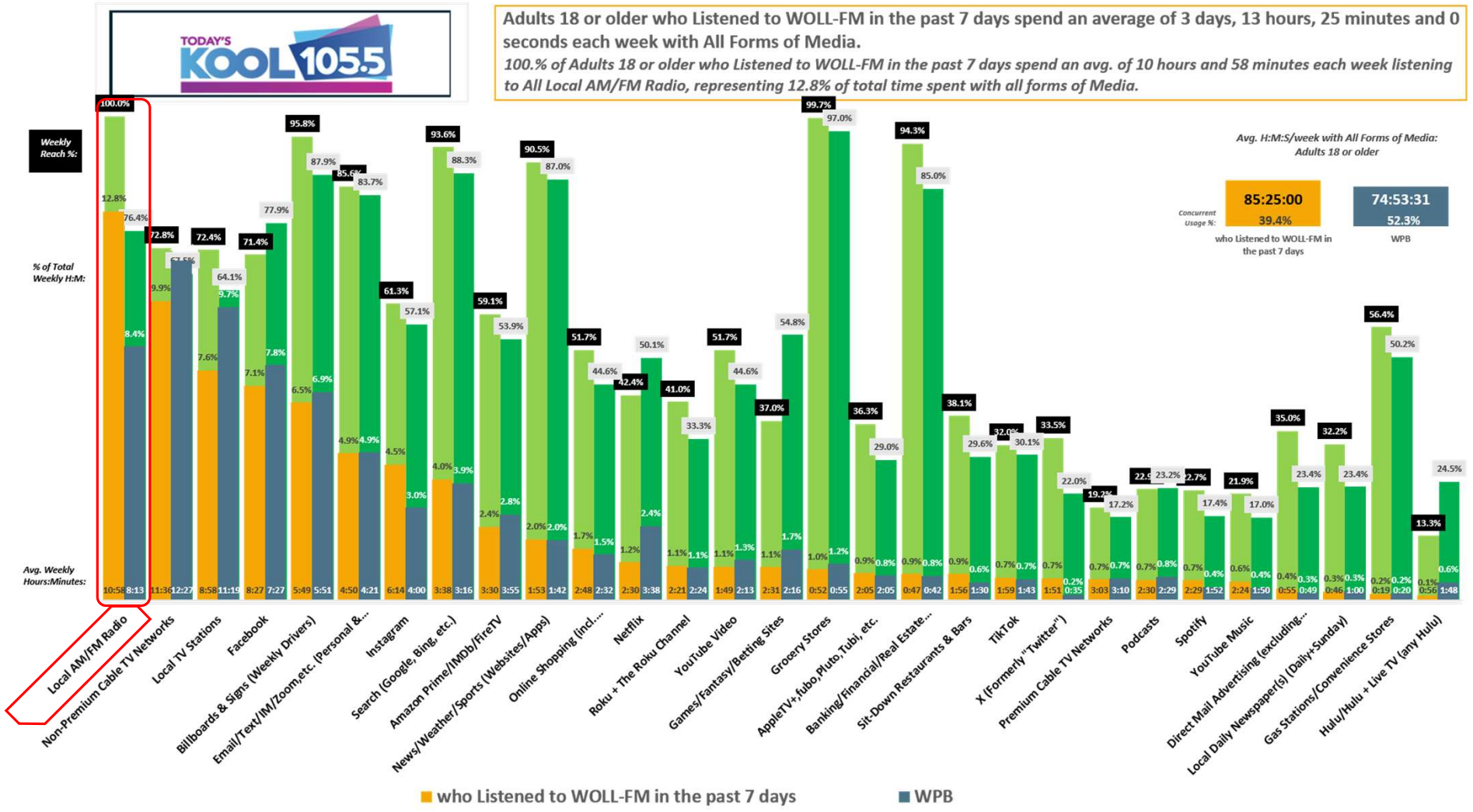


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WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 212

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(Radio Stations: WLDI-FM)

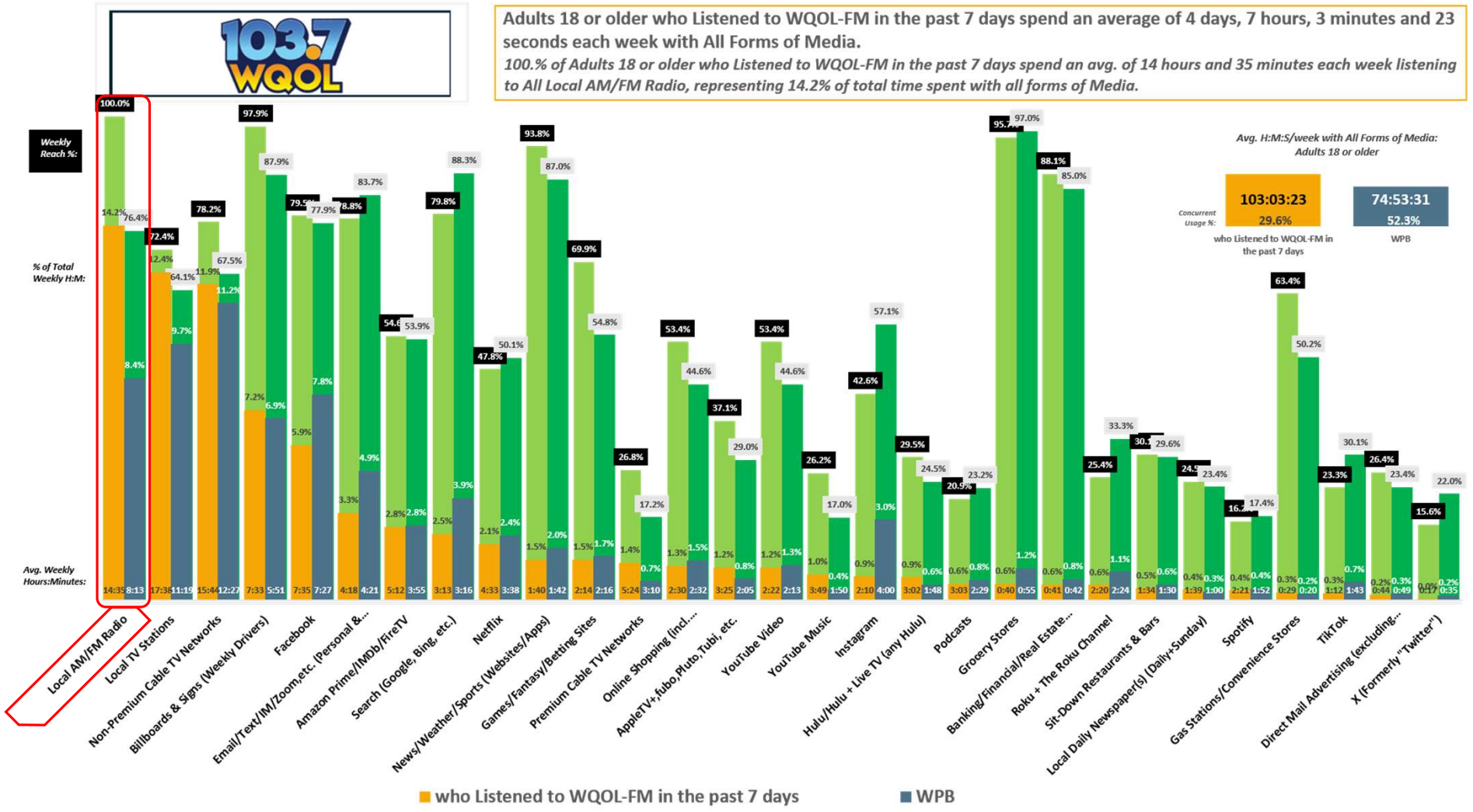


WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 198

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(Radio Stations: WOLL-FM)



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 121

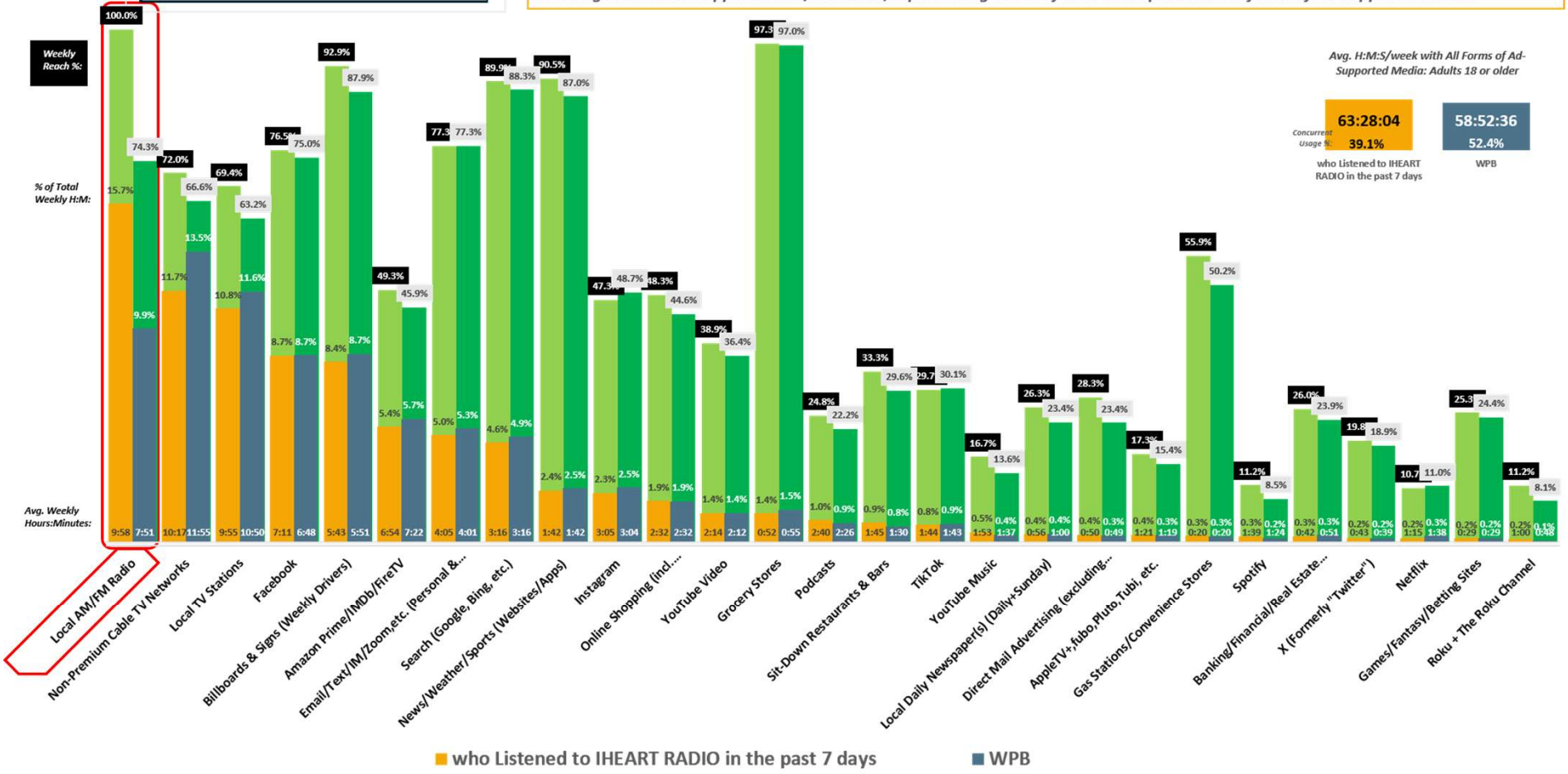
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(Radio Stations: WQOL-FM)

Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 2 days, 15 hours, 28 minutes and 4 seconds each week with All Forms of Ad-Supported Media.

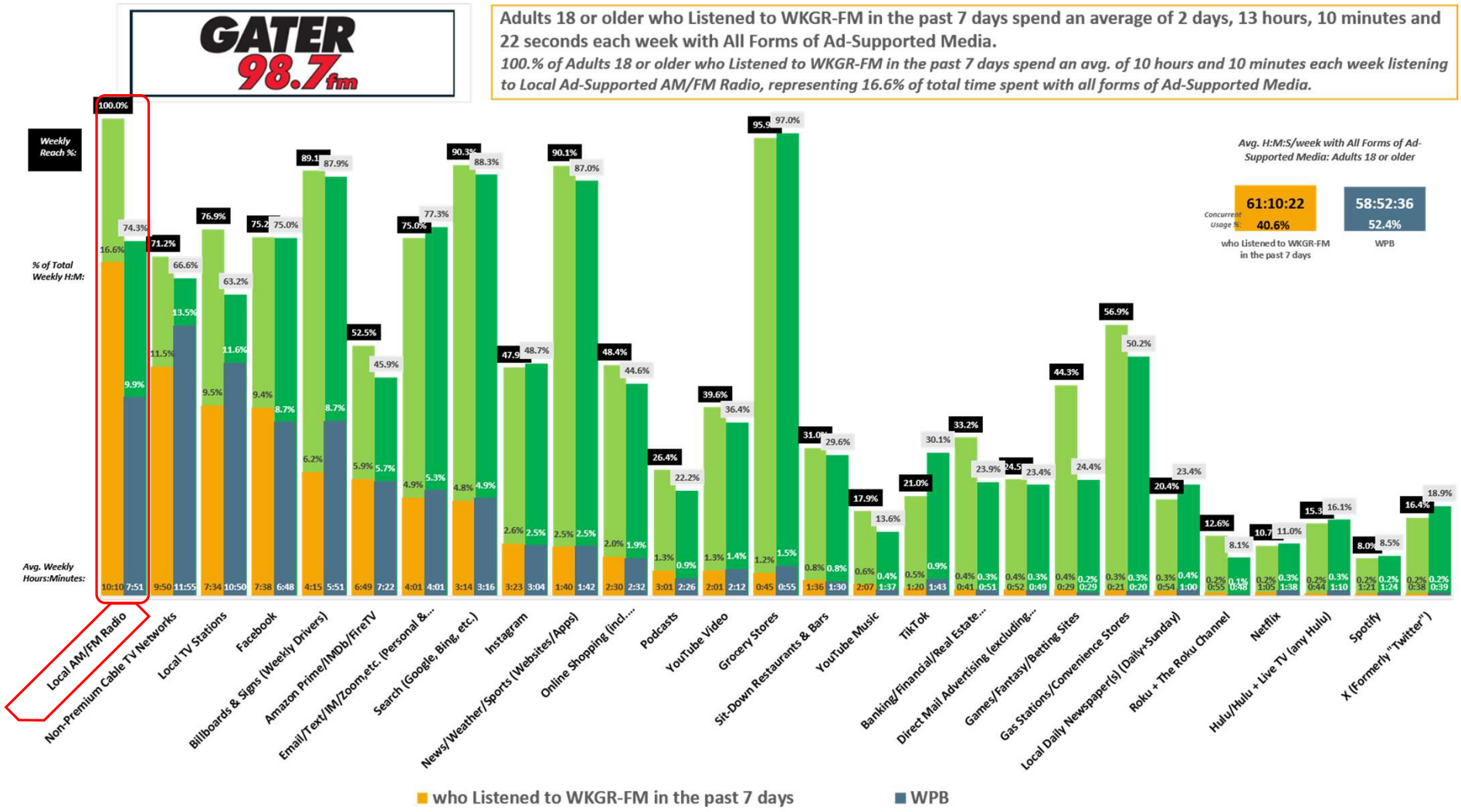
100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an avg. of 9 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.7% of total time spent with all forms of Ad-Supported Media.



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 866

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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

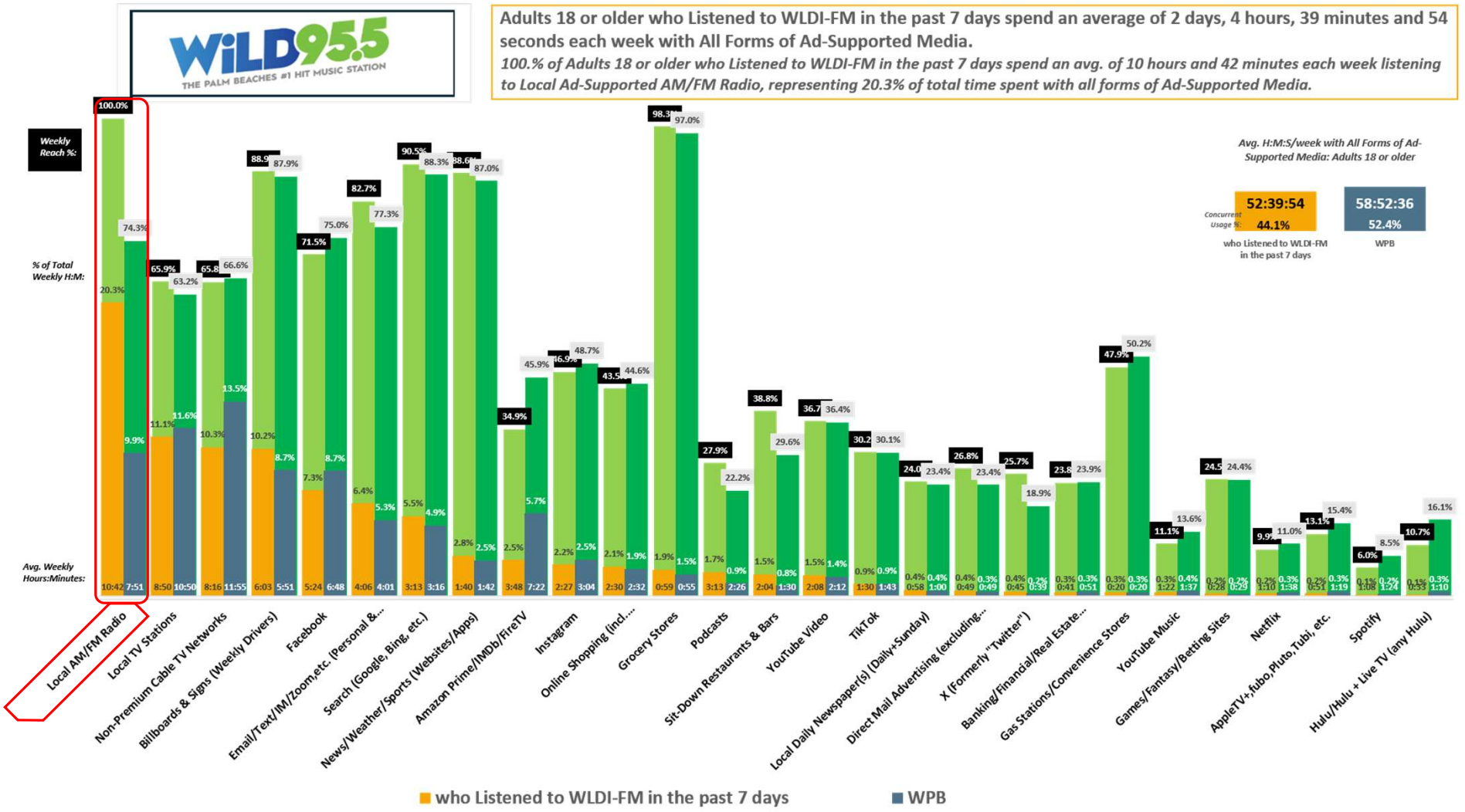


WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

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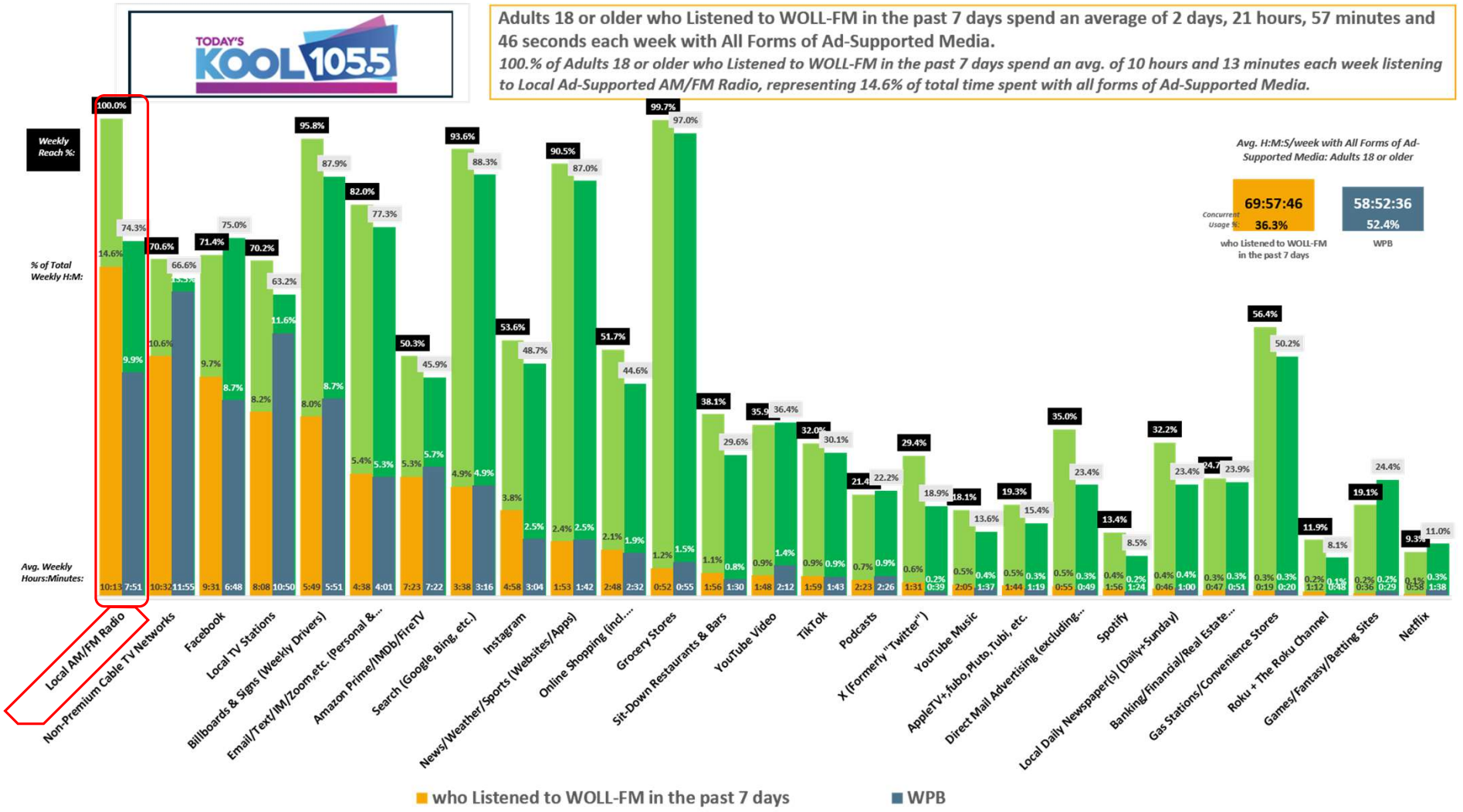
(Radio Stations: WKGR-FM)



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 212
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(Radio Stations: WLDI-FM)

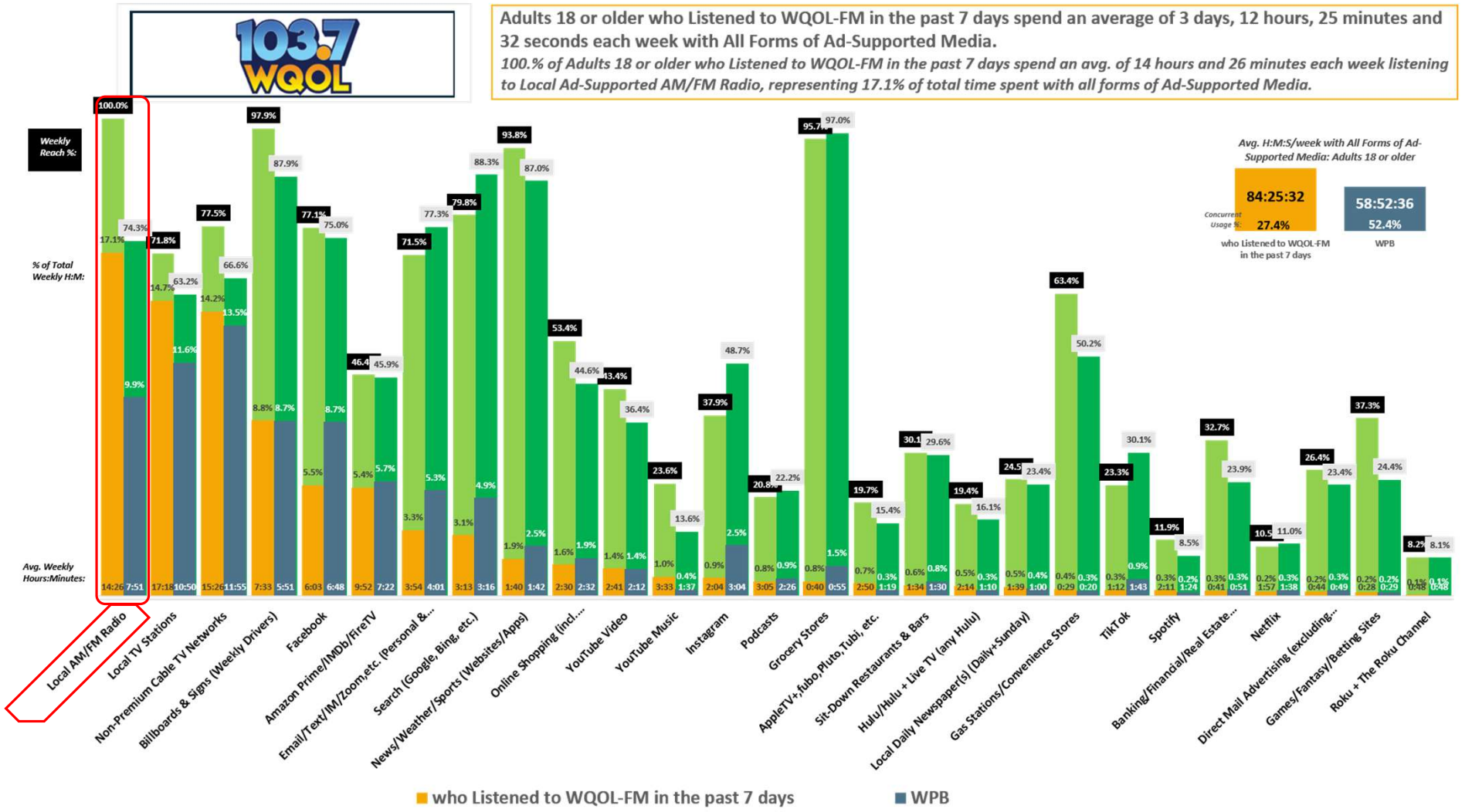


WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 198

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(Radio Stations: WOLL-FM)



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 121

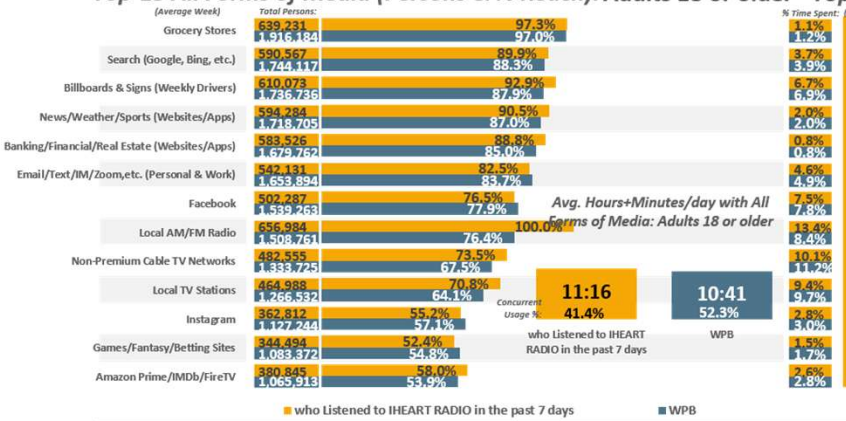
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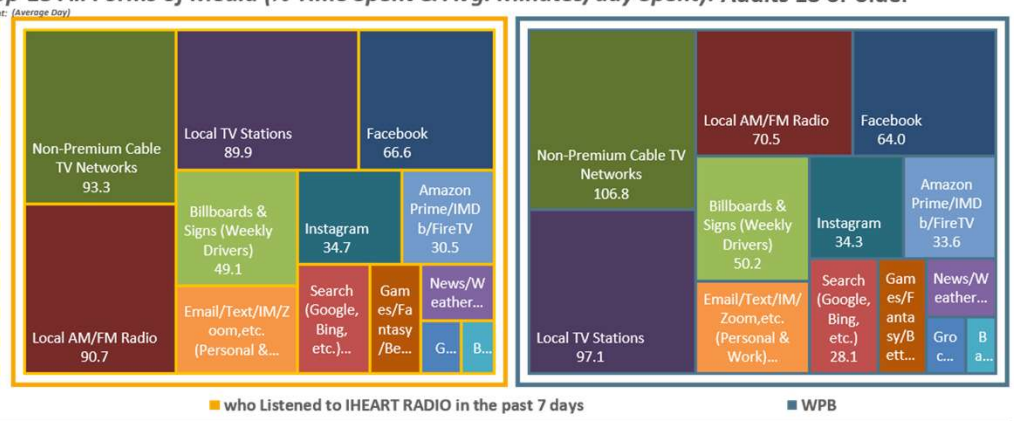
(Radio Stations: WQOL-FM)

Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 9 hours and 4 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 85.5 minutes/day. *(Local Radio delivers 15.7% of Time with Ad-Supported Media.)*

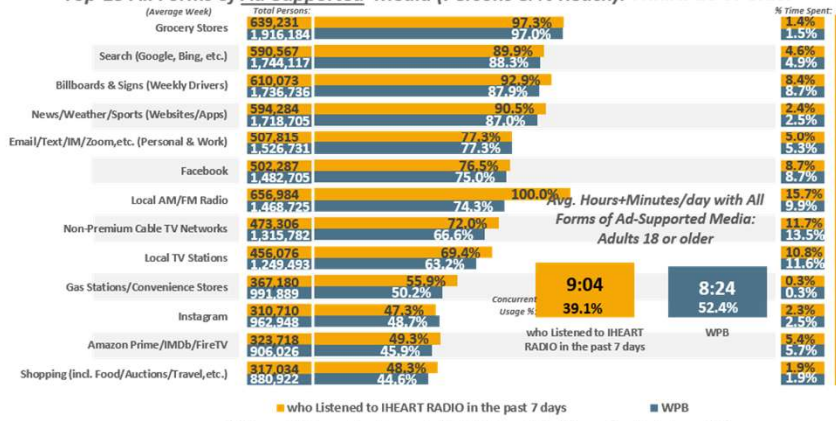
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



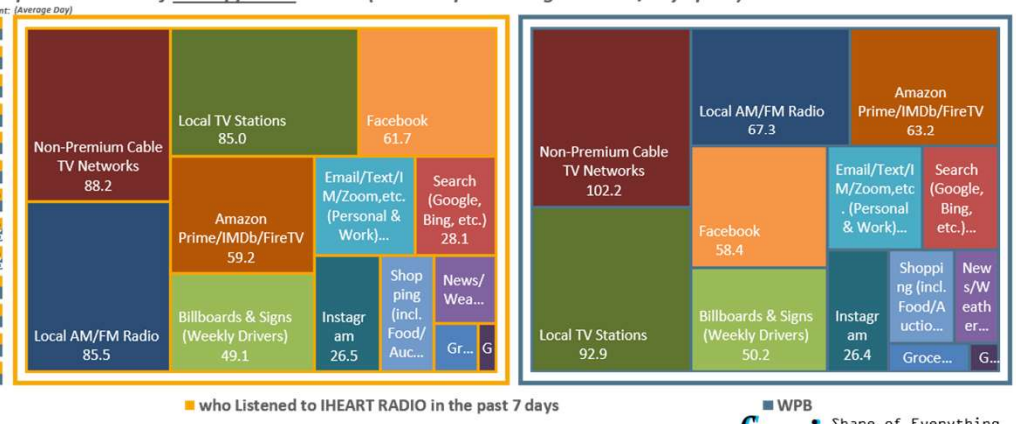
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 866

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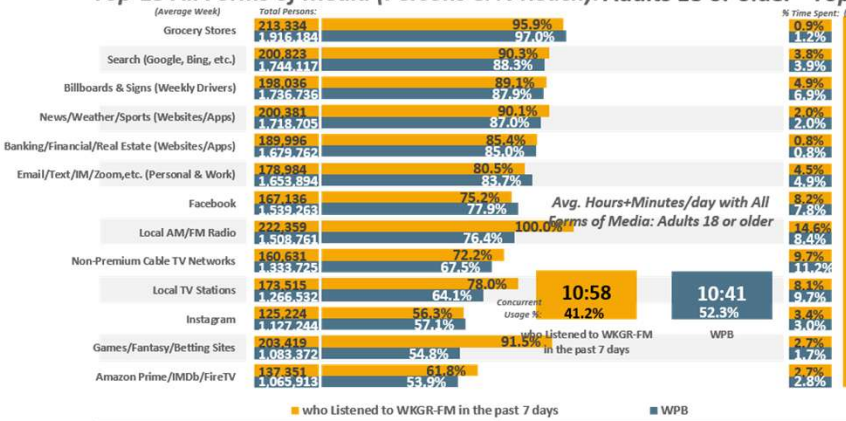
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

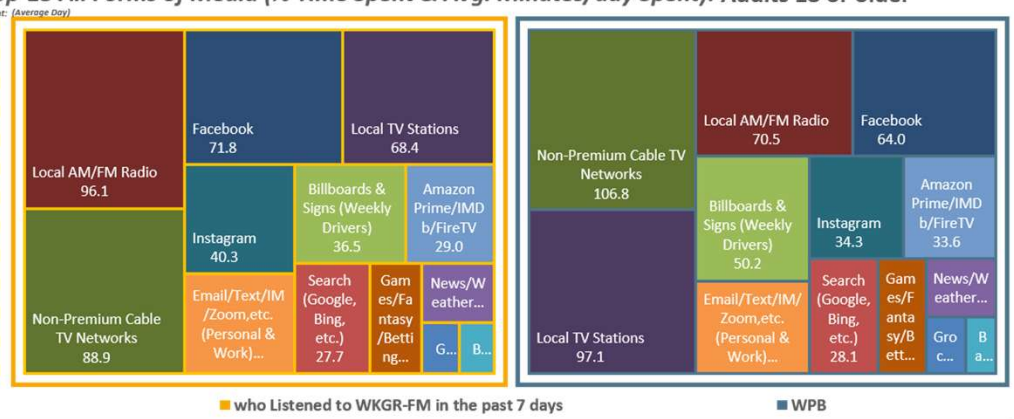
GATER 98.7fm

Adults 18 or older who Listened to WKGR-FM in the past 7 days spend an average of 8 hours and 44 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 87.2 minutes/day. *(Local Radio delivers 16.6% of Time with Ad-Supported Media.)*

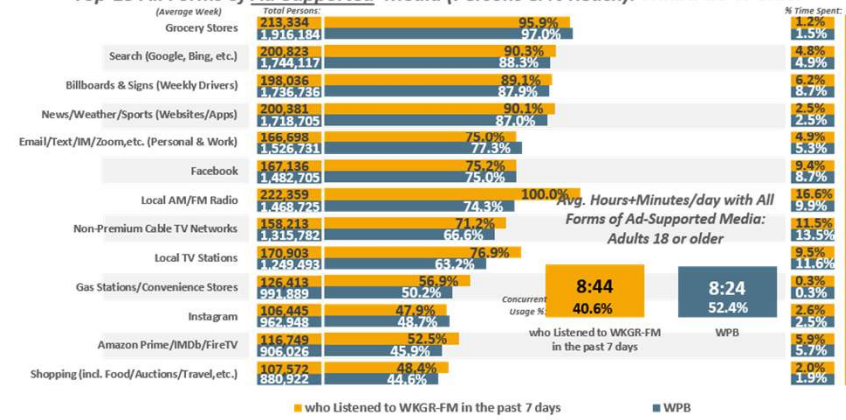
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



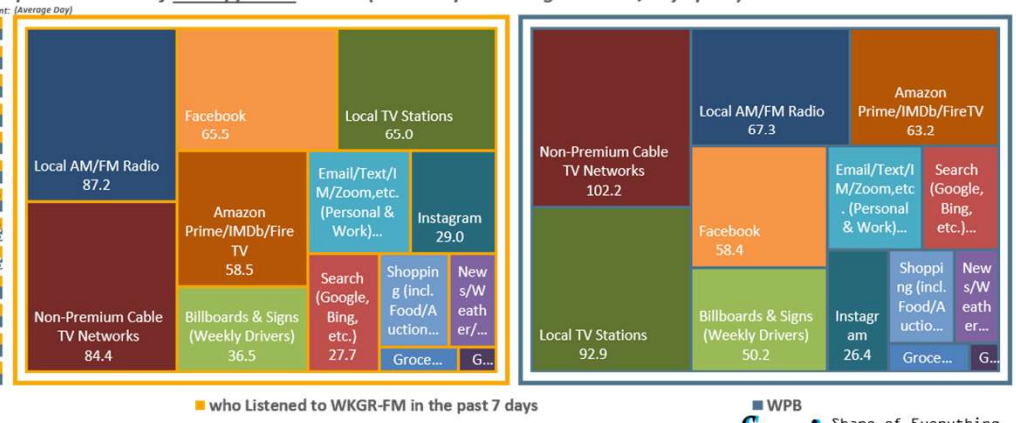
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

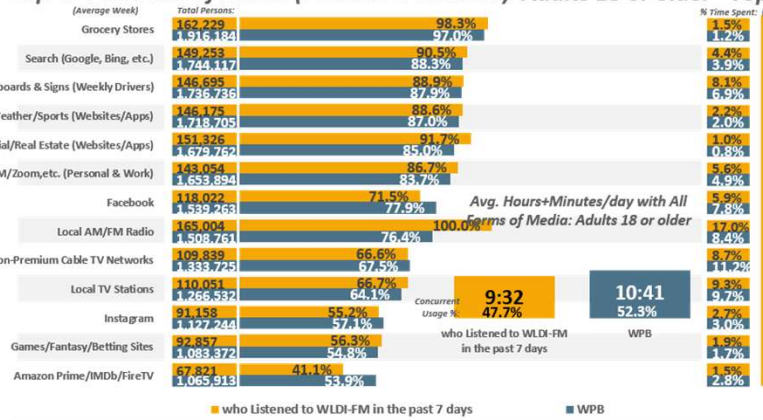
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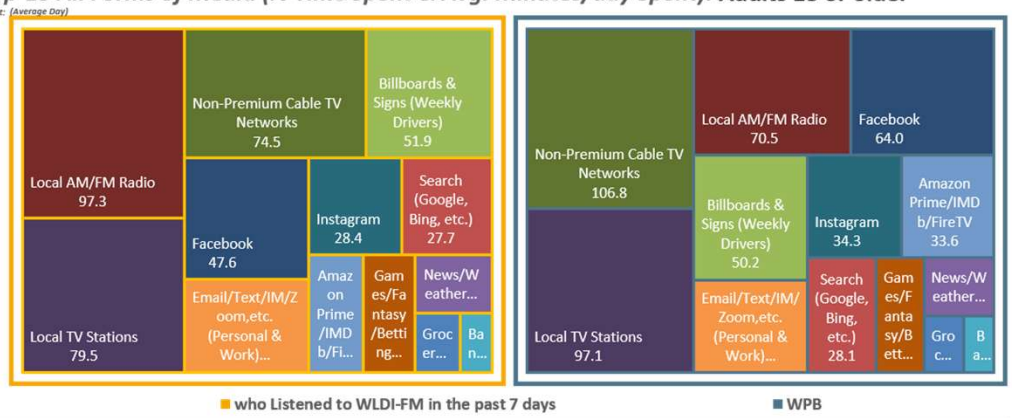
(Radio Stations: WKGR-FM)

Adults 18 or older who Listened to WLDI-FM in the past 7 days spend an average of 7 hours and 31 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 91.8 minutes/day. *(Local Radio delivers 20.3% of Time with Ad-Supported Media.)*

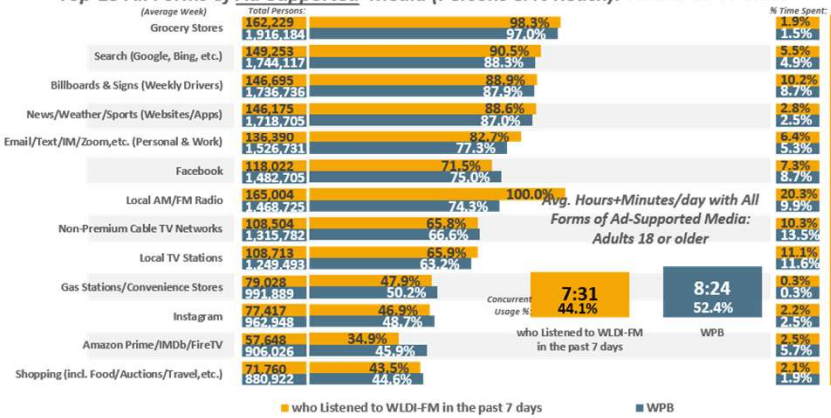
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



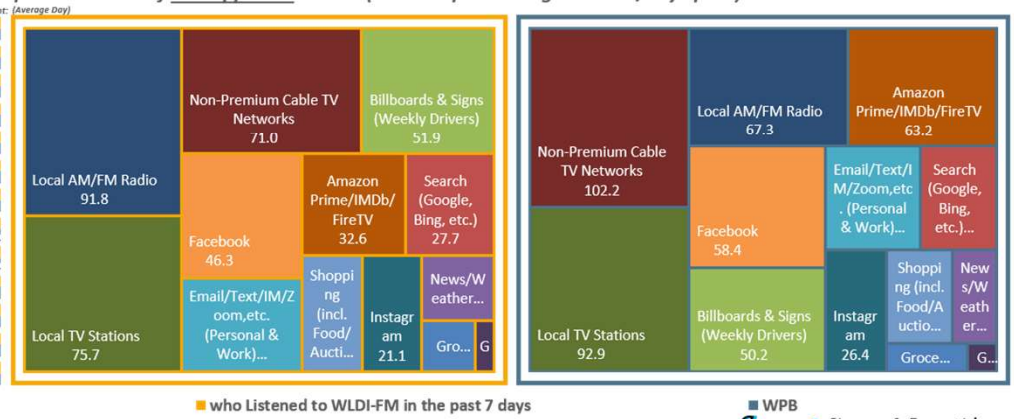
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 212

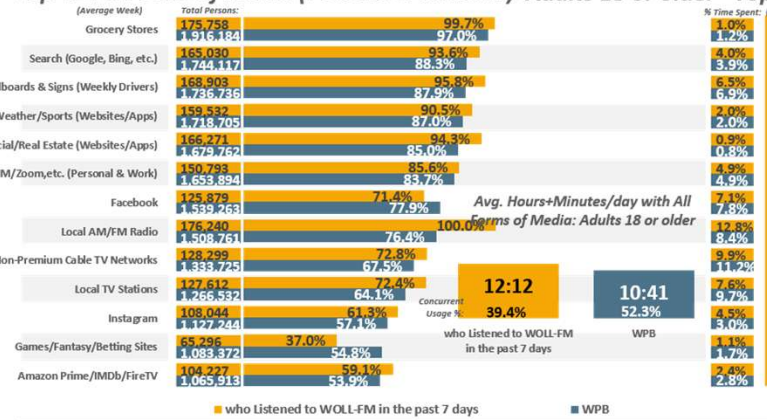
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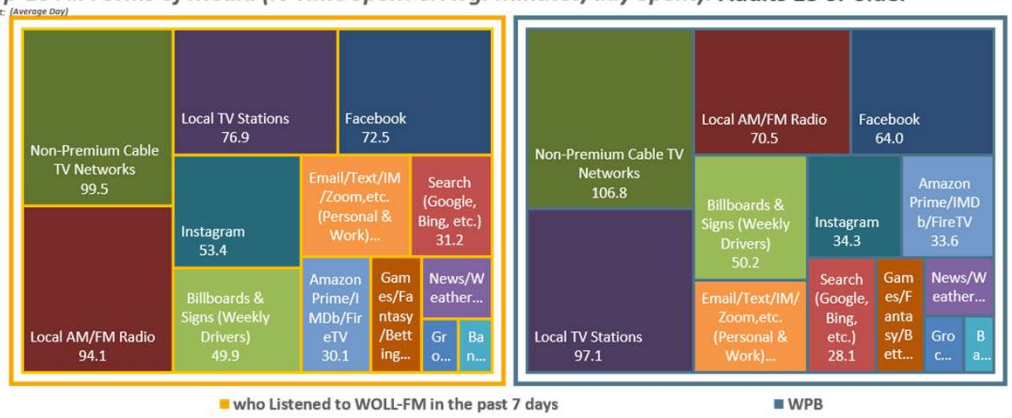
(Radio Stations: WLDI-FM)

Adults 18 or older who Listened to WOLL-FM in the past 7 days spend an average of 9 hours and 59 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 87.6 minutes/day. *(Local Radio delivers 14.6% of Time with Ad-Supported Media.)*

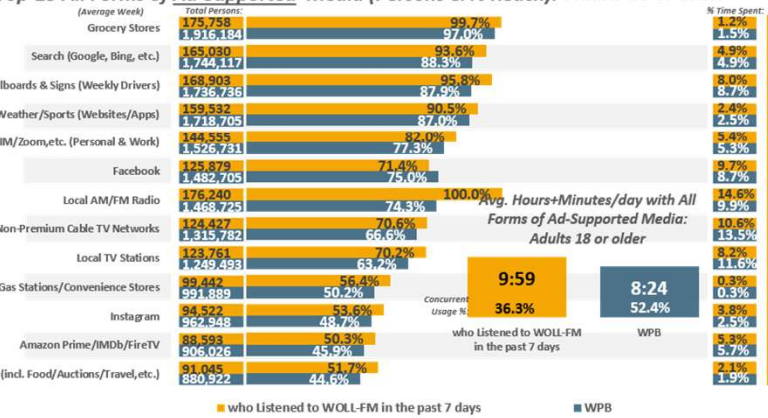
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



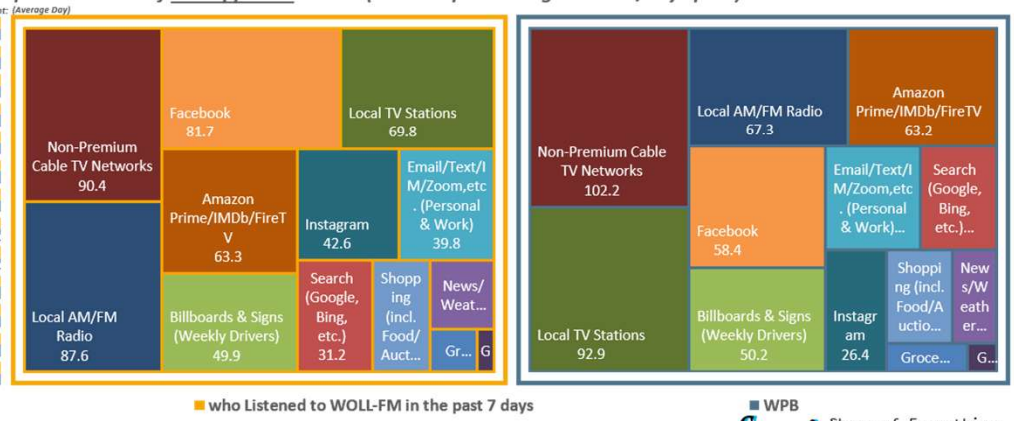
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



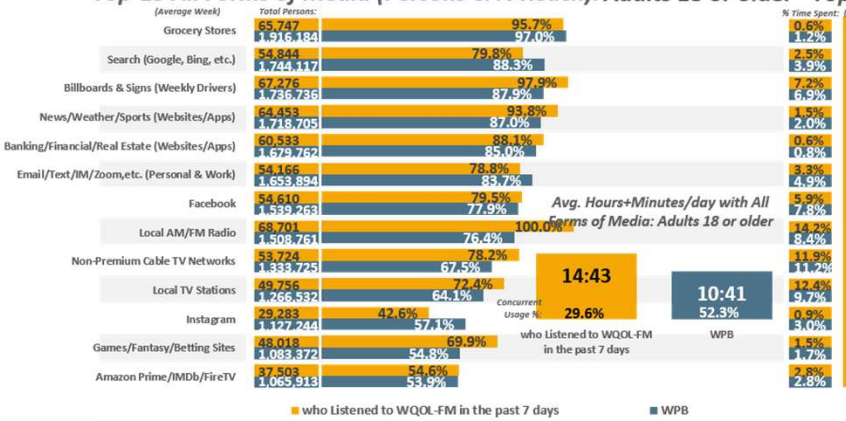
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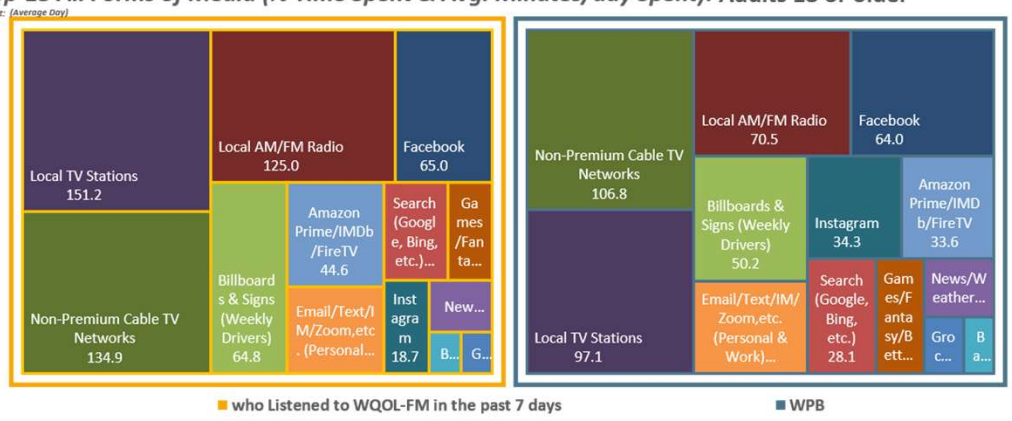
(Radio Stations: WOLL-FM)

Adults 18 or older who Listened to WQOL-FM in the past 7 days spend an average of 12 hours and 3 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 123.8 minutes/day. *(Local Radio delivers 17.1% of Time with Ad-Supported Media.)*

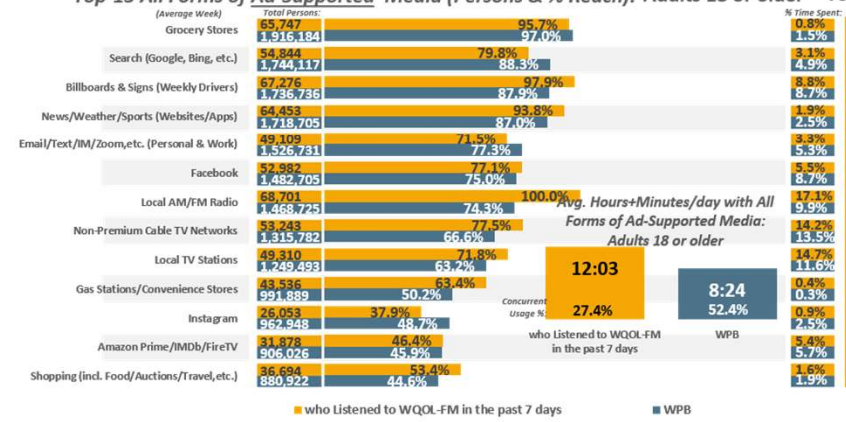
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



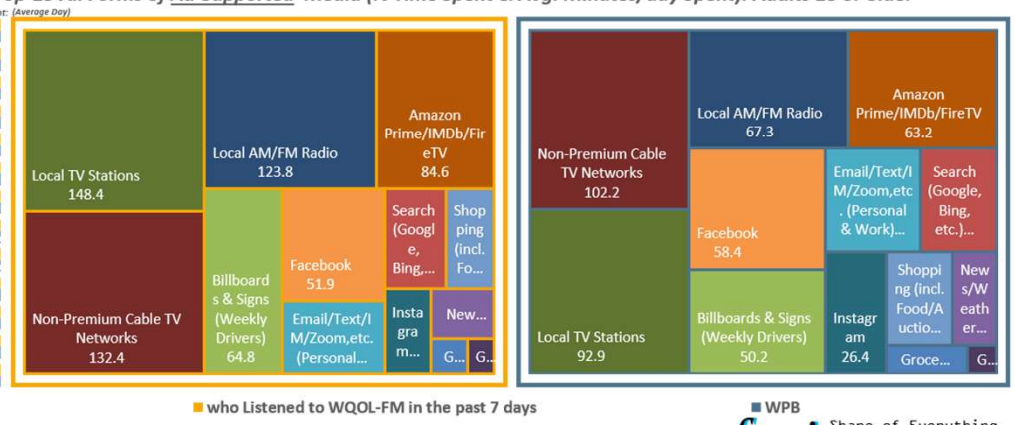
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



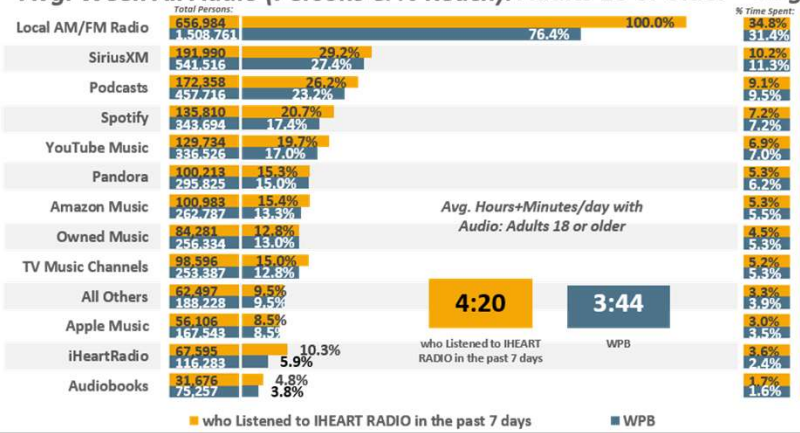
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 121
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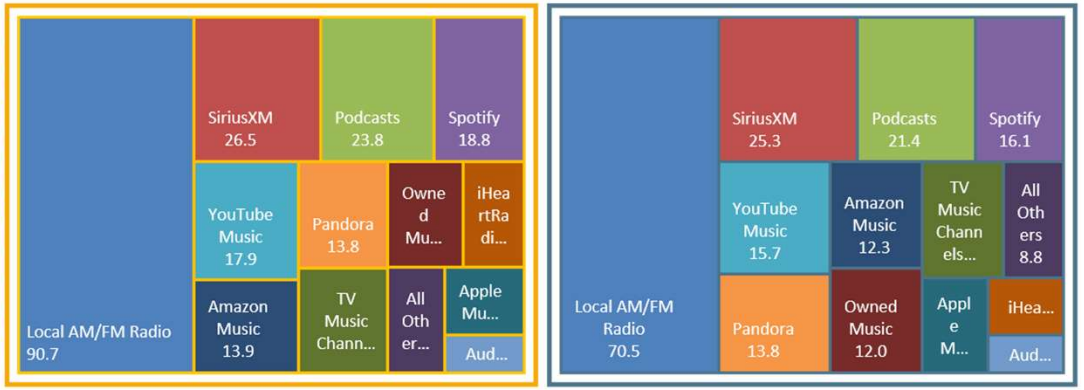
(Radio Stations: WQOL-FM)

656,984 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 85.5 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.

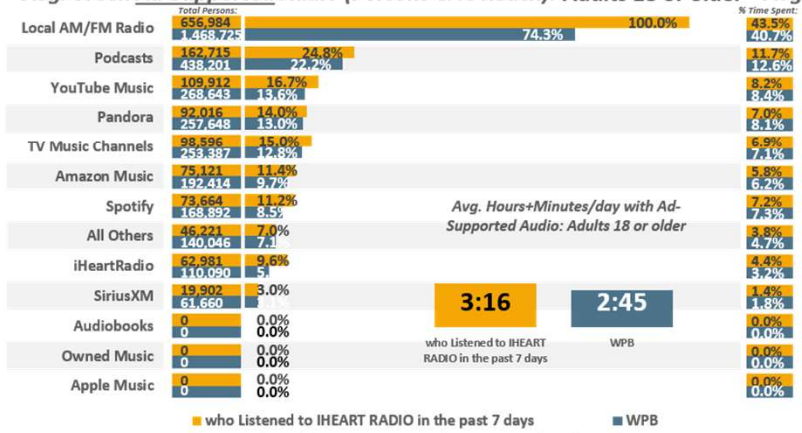
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



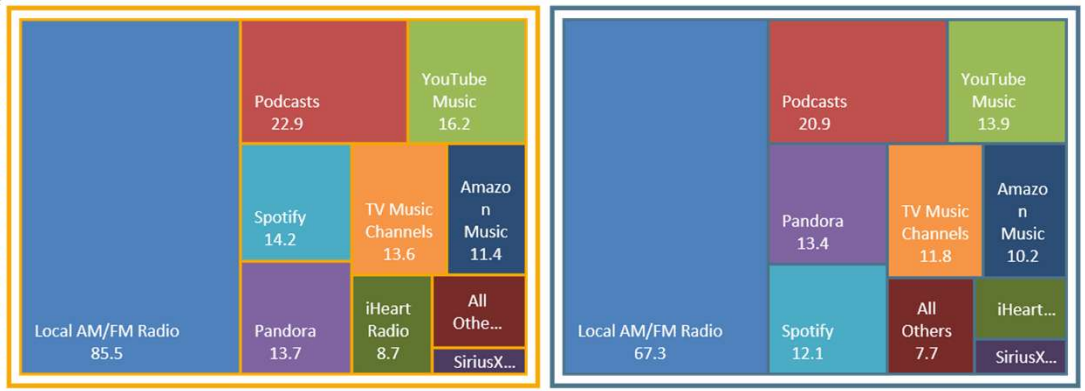
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 866

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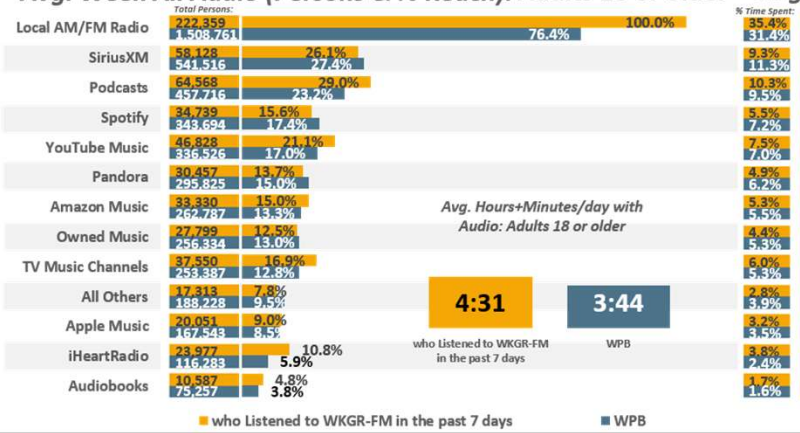
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

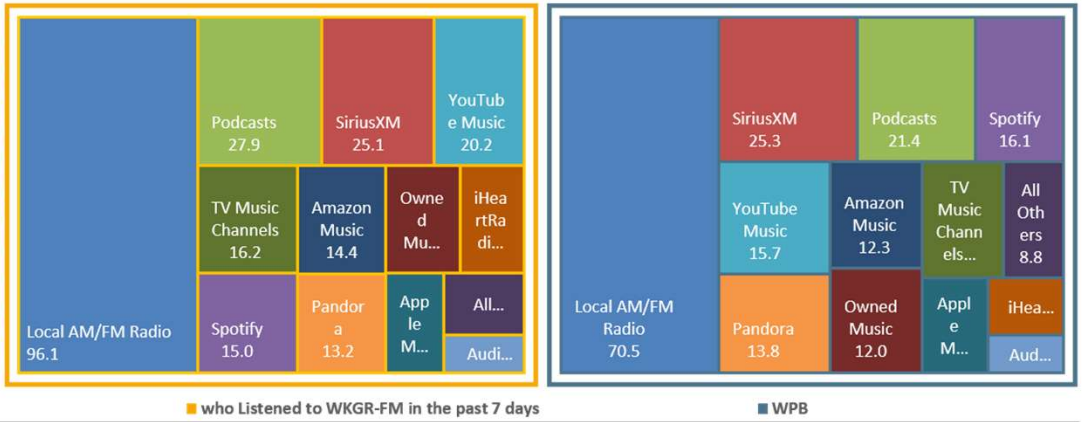
GATER 98.7fm

222,359 or 100.% of Adults 18 or older who Listened to WKGR-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 87.2 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.

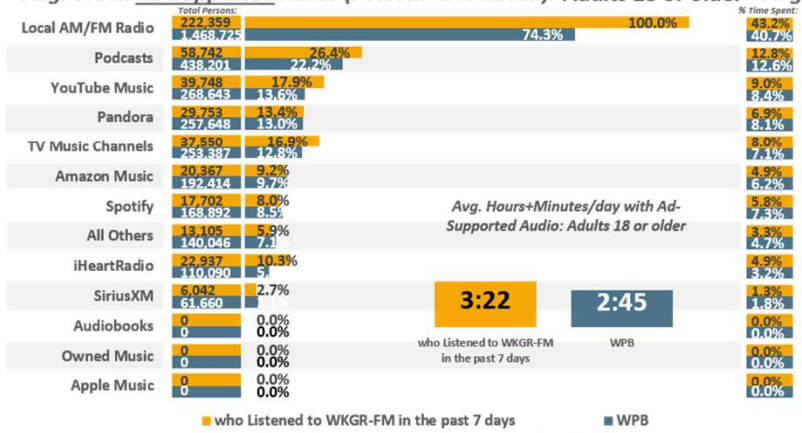
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



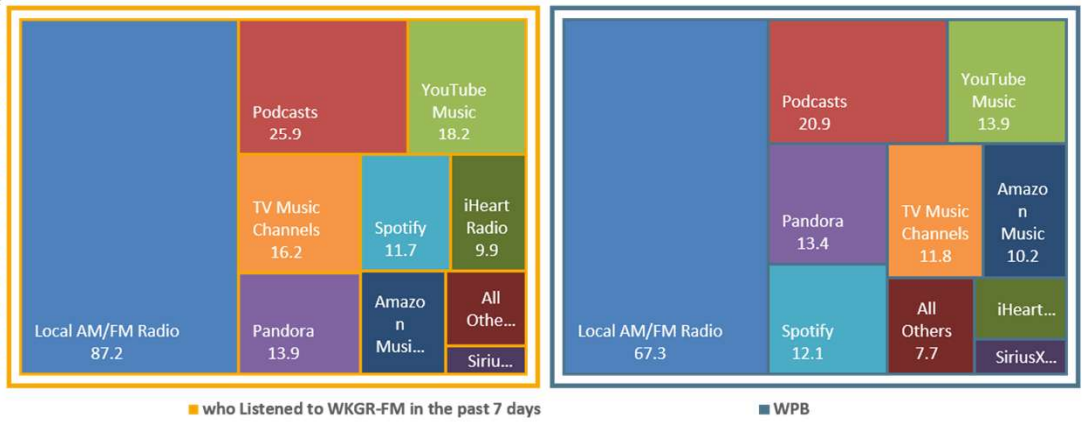
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

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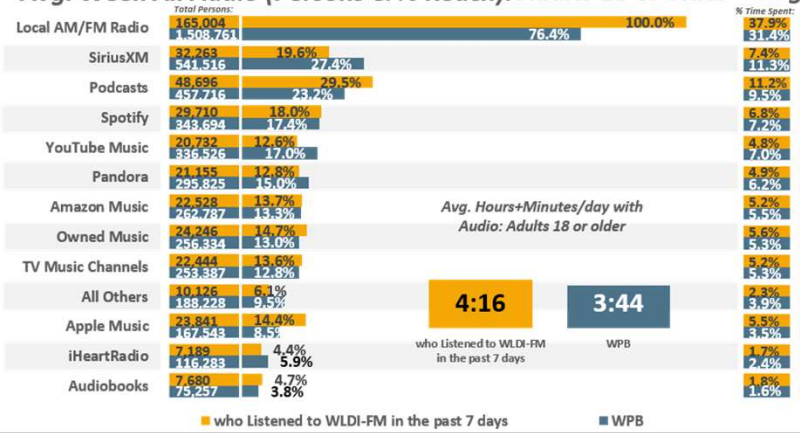
soefa.ai Share of Everything for Anything

(Radio Stations: WKGR-FM)

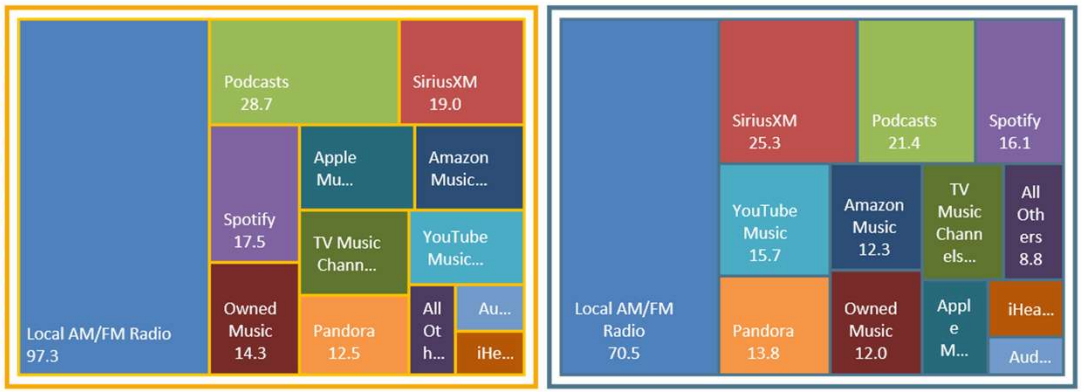
WILD 95.5
THE PALM BEACHES #1 HIT MUSIC STATION

165,004 or 100.% of Adults 18 or older who Listened to WLDI-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 91.8 minutes every day representing 48.3% of all time spent daily with Ad-Supported Audio.

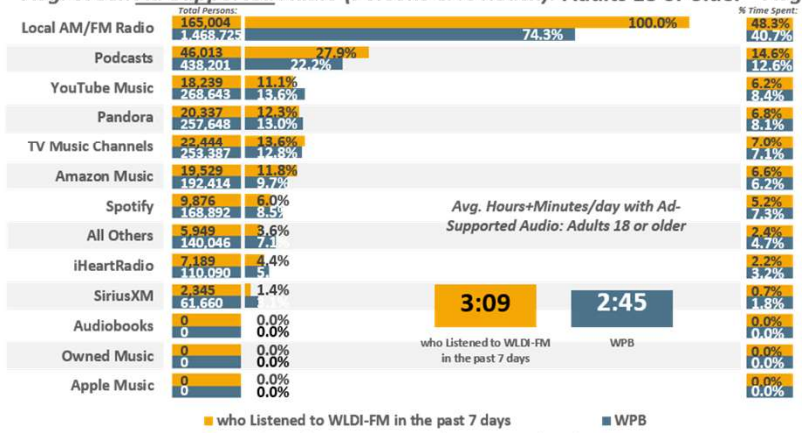
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



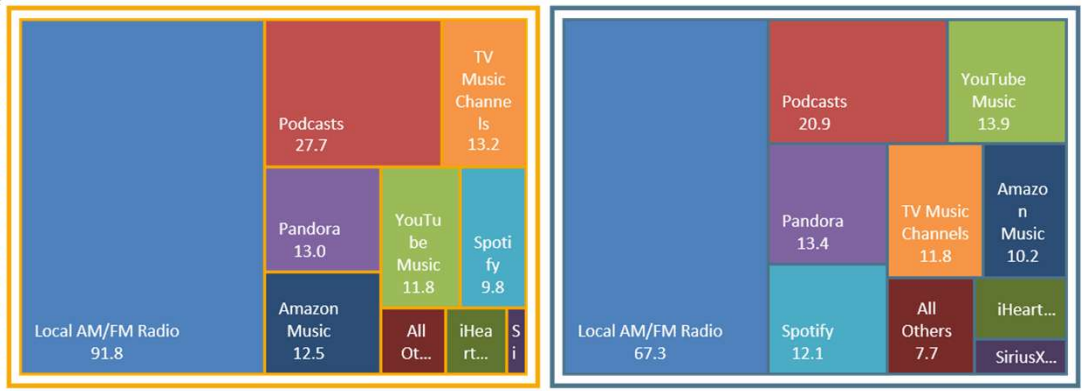
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 212

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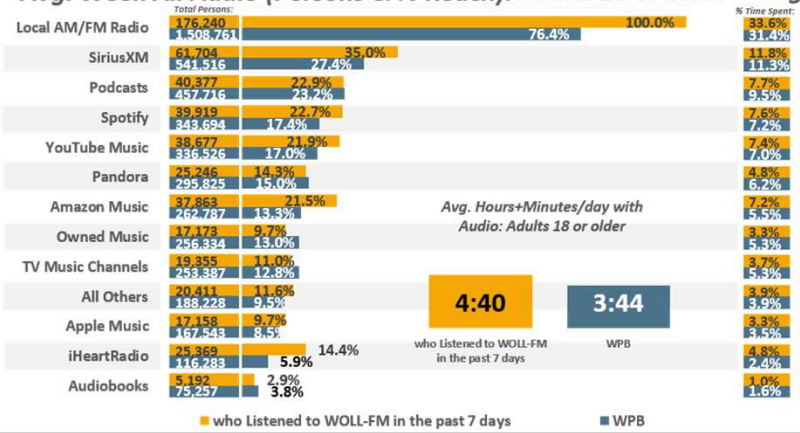
soefa.ai Share of Everything for Anything

(Radio Stations: WLDI-FM)

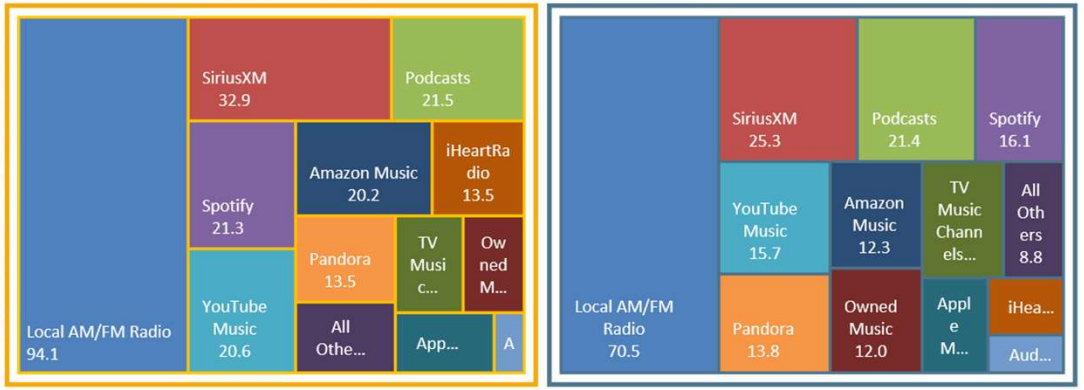
TODAY'S KOOL 105.5

176,240 or 100.% of Adults 18 or older who Listened to WOLL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 87.6 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

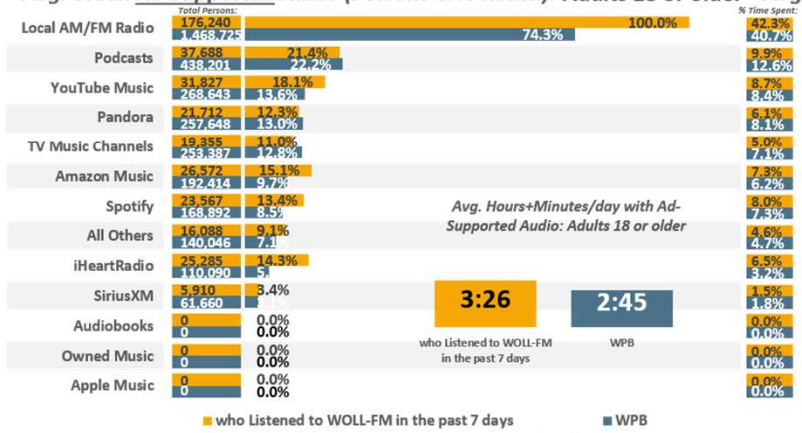
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



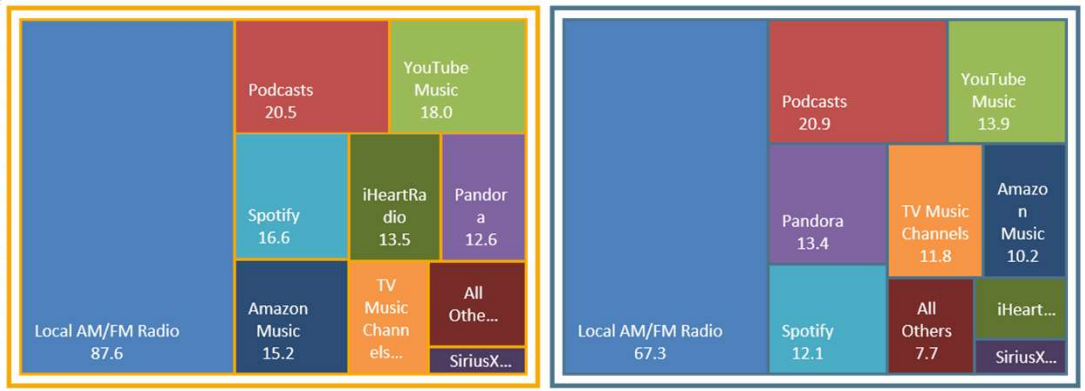
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 198

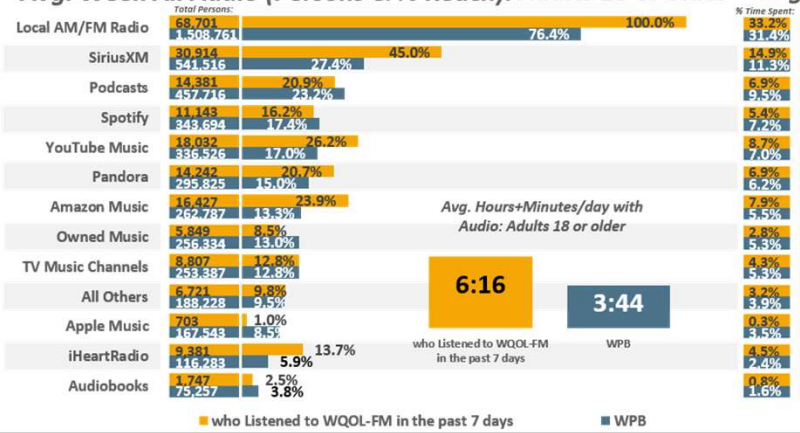
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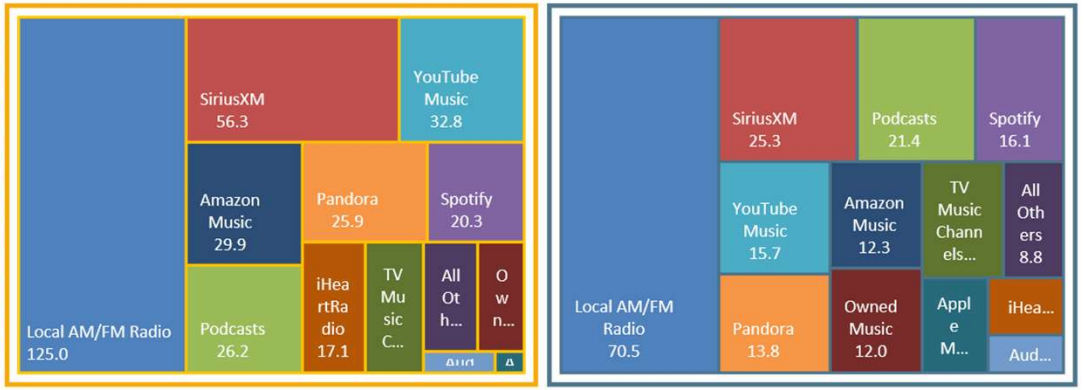
(Radio Stations: WOLL-FM)

68,701 or 100.% of Adults 18 or older who Listened to WQOL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 123.8 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.

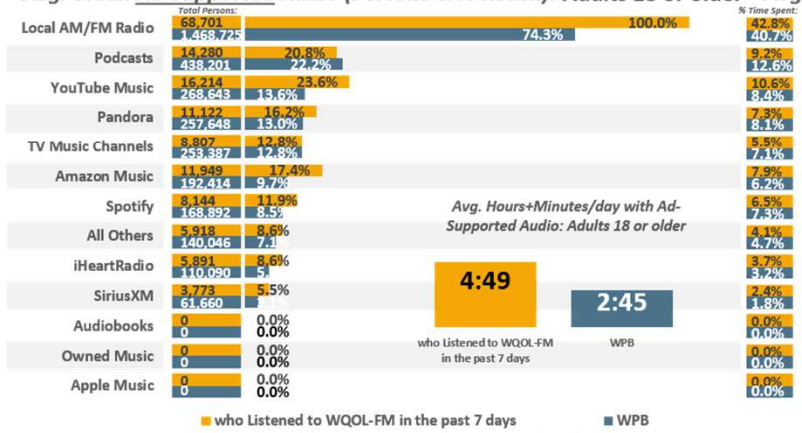
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



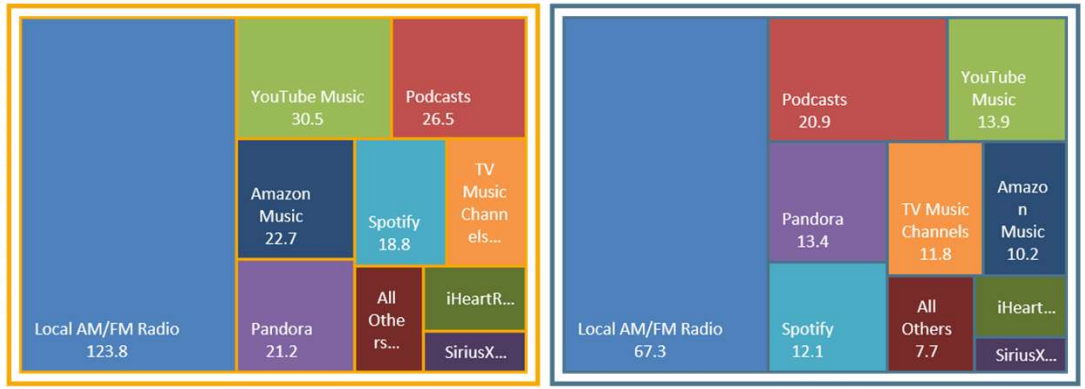
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



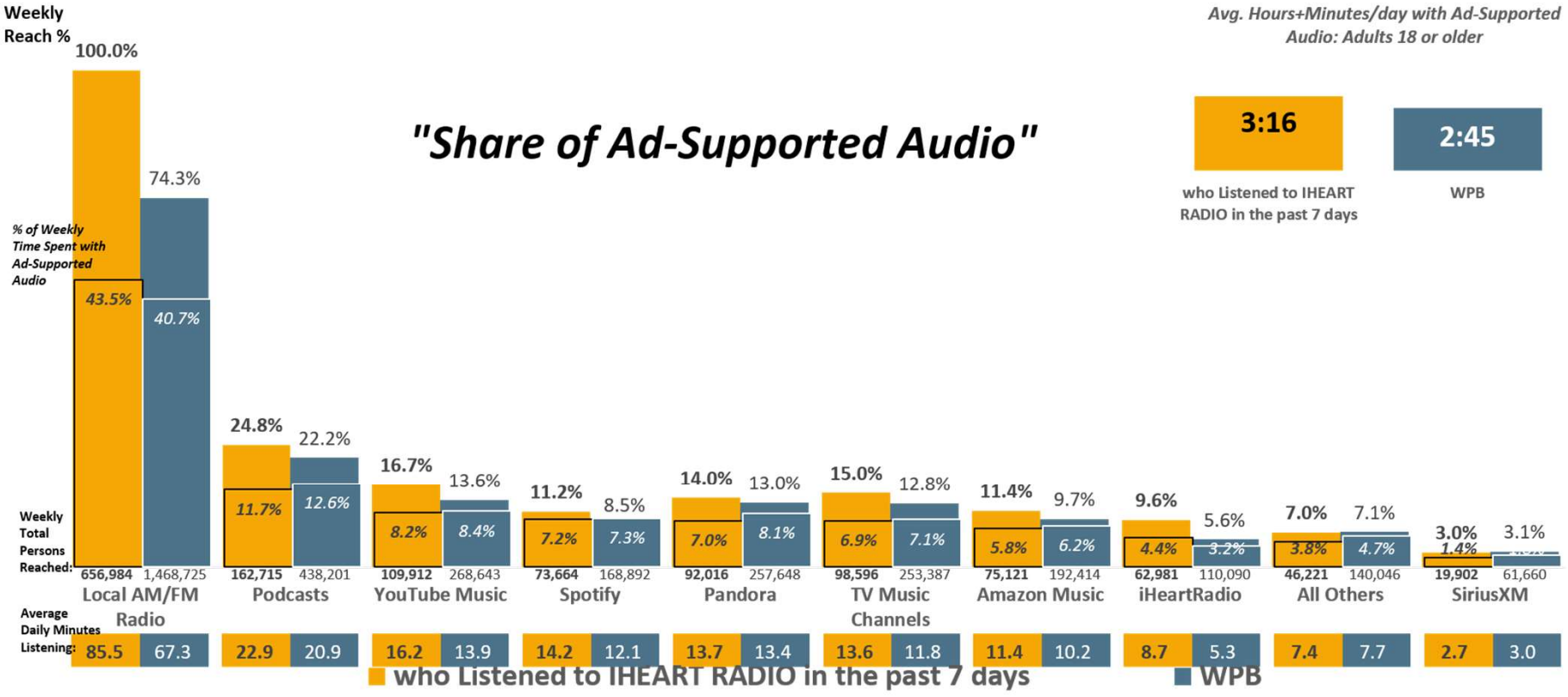
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 121

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(Radio Stations: WQOL-FM)

656,984 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 85.5 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 866 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

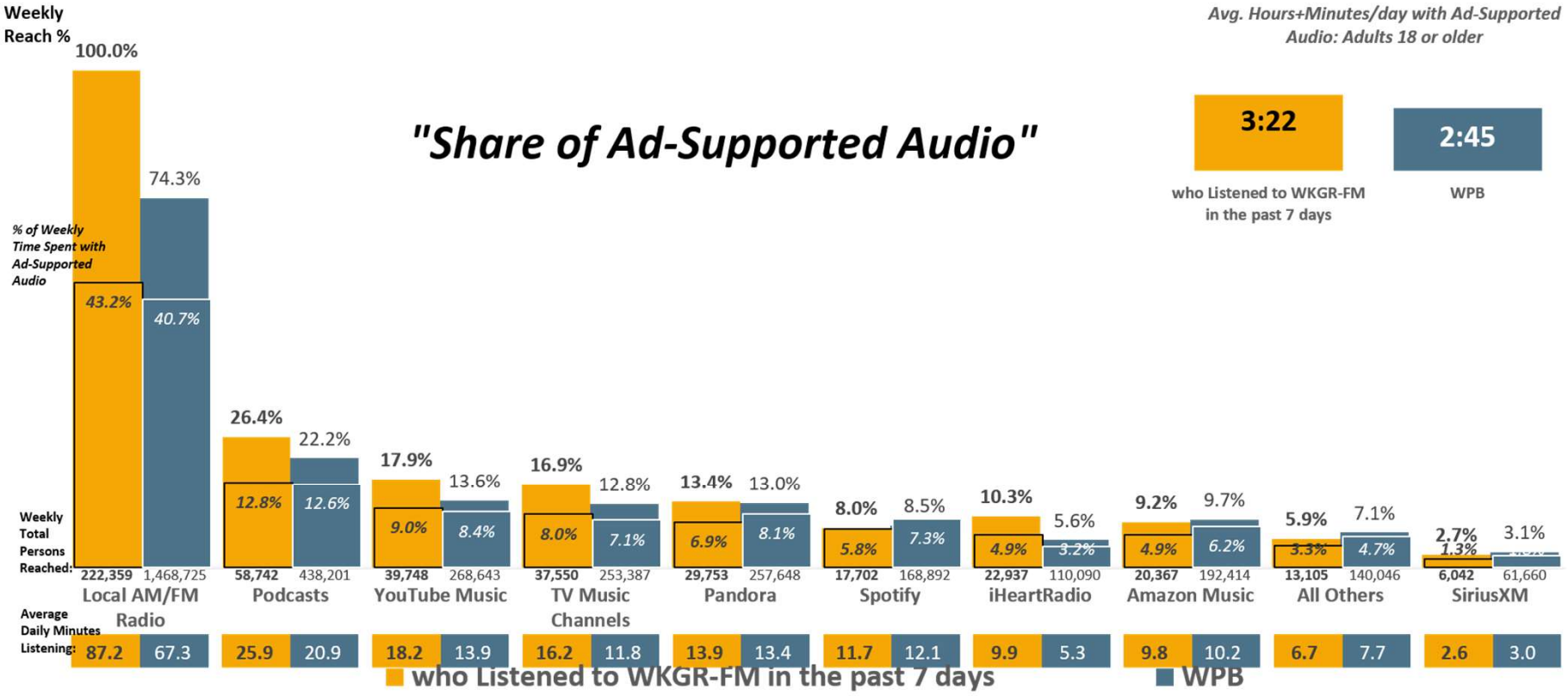
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

GATER 98.7fm

222,359 or 100.% of Adults 18 or older who Listened to WKGR-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 87.2 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.



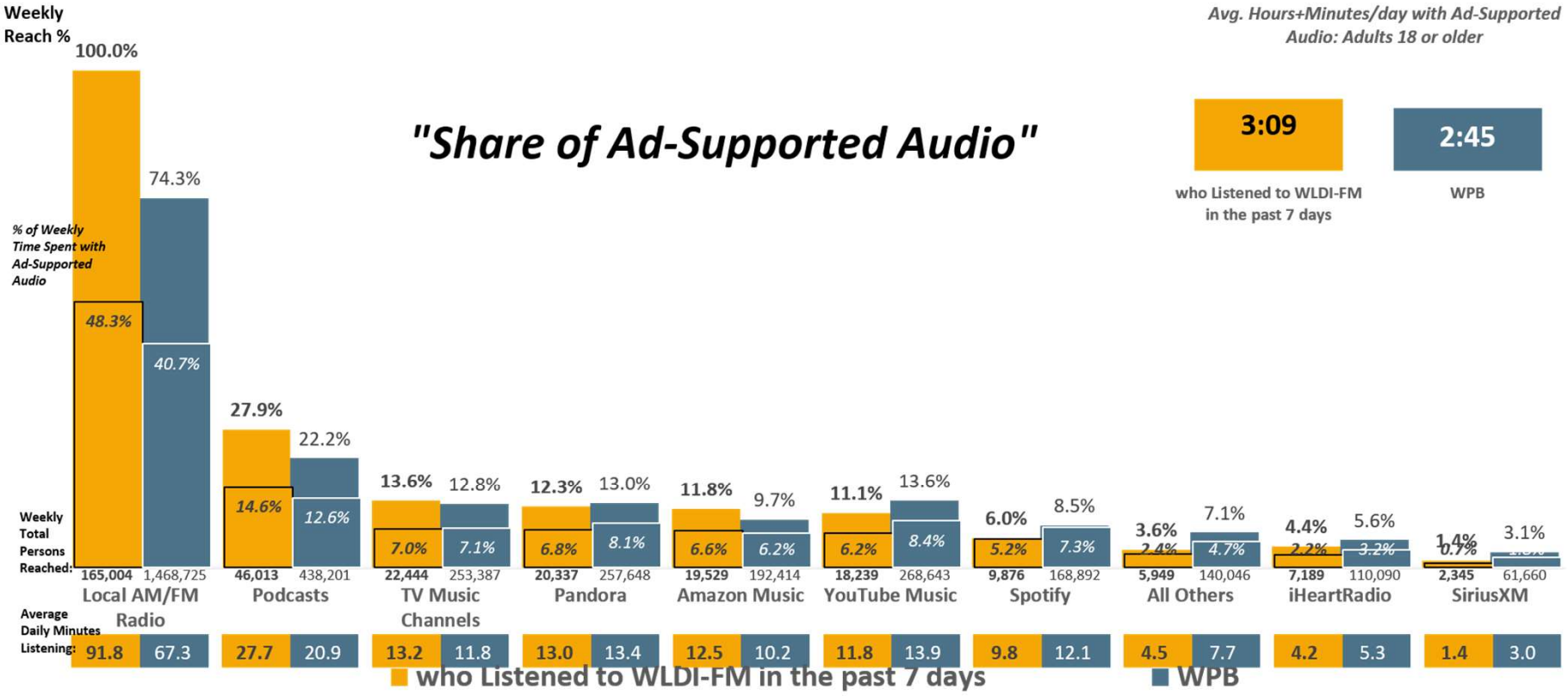
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 284 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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(Radio Stations: WKGR-FM)

165,004 or 100.% of Adults 18 or older who Listened to WLDI-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 91.8 minutes every day representing 48.3% of all time spent daily with Ad-Supported Audio.



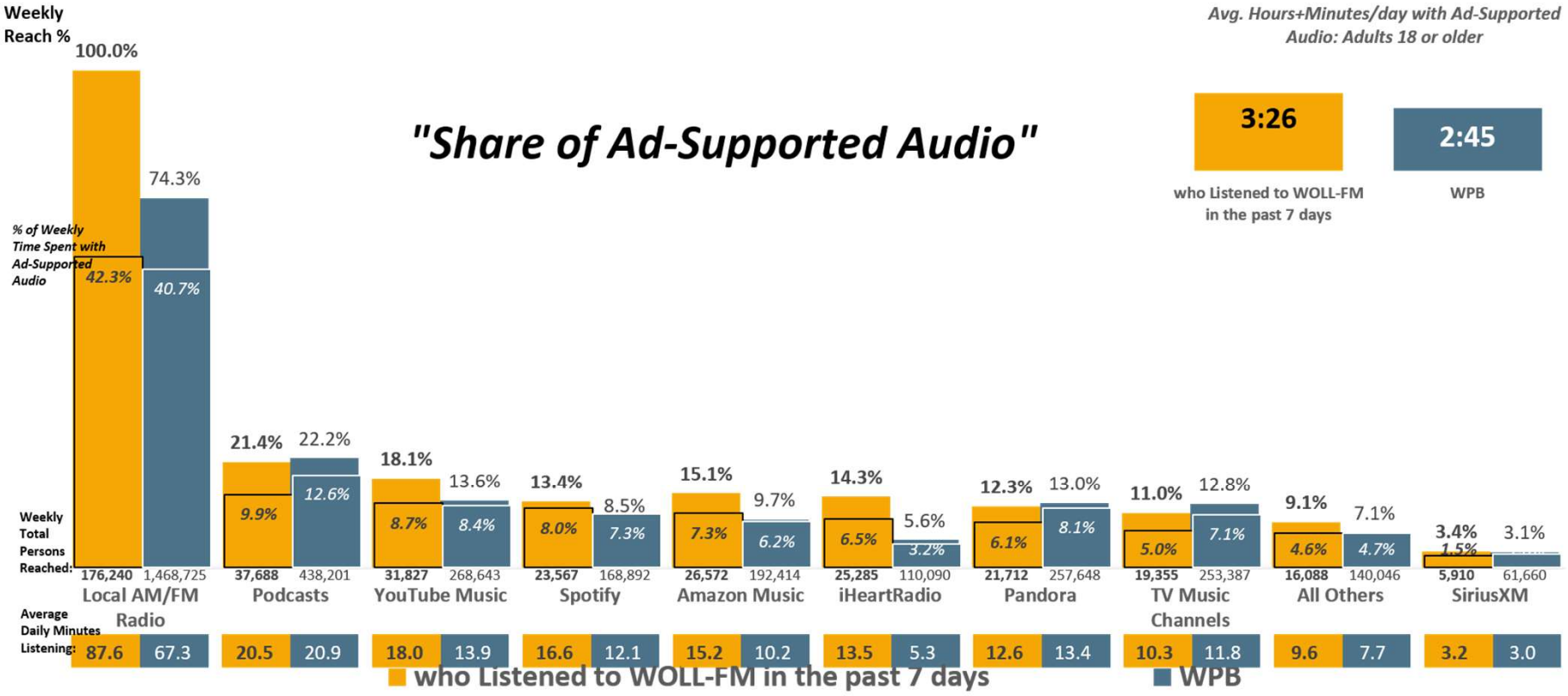
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(Radio Stations: WLDI-FM)

176,240 or 100.% of Adults 18 or older who Listened to WOLL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 87.6 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.



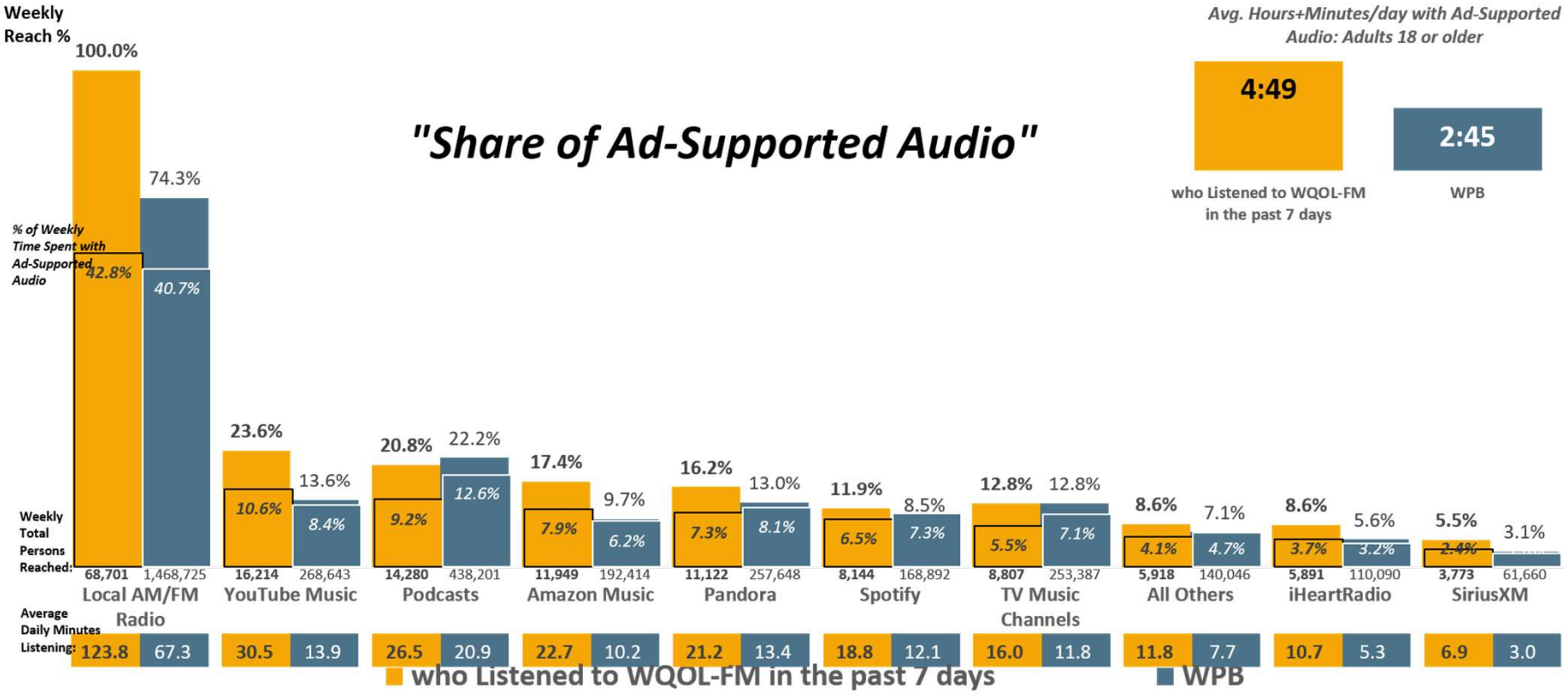
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 198 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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(Radio Stations: WOLL-FM)

68,701 or 100.% of Adults 18 or older who Listened to WQOL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 123.8 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 121 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

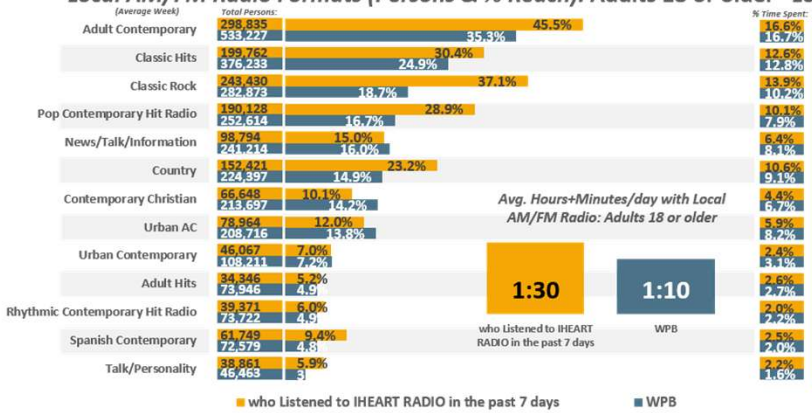
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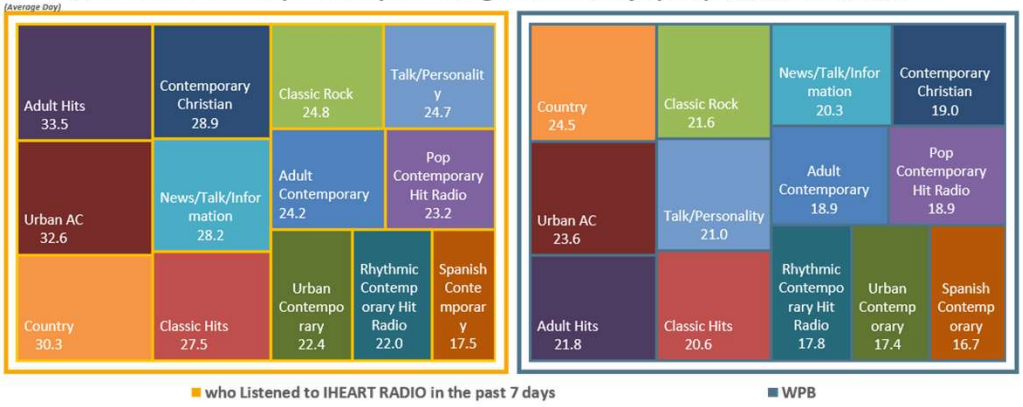
(Radio Stations: WQOL-FM)

656,984 or 100.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Pop Contemporary Hit Radio, and Country.

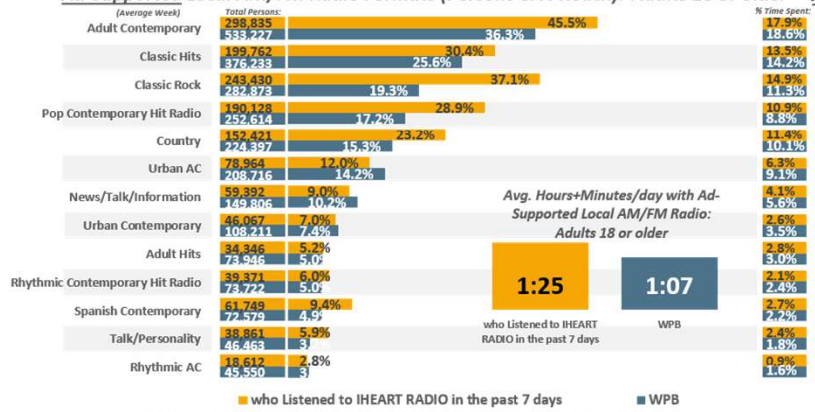
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



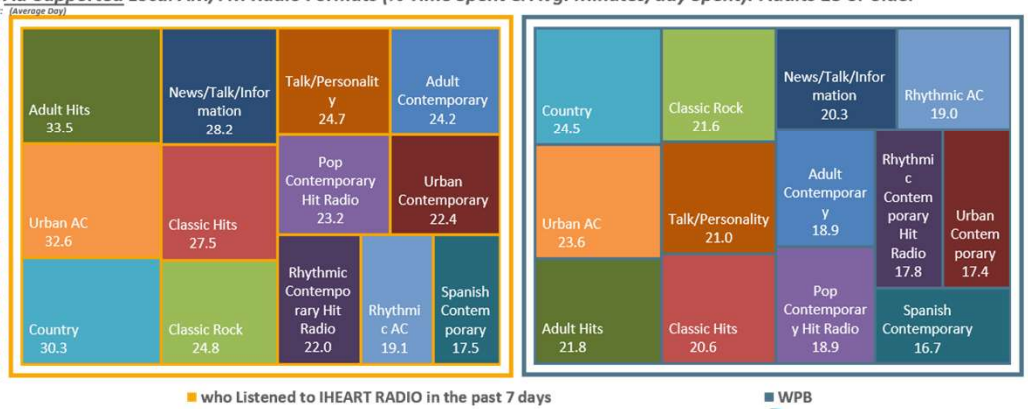
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 866

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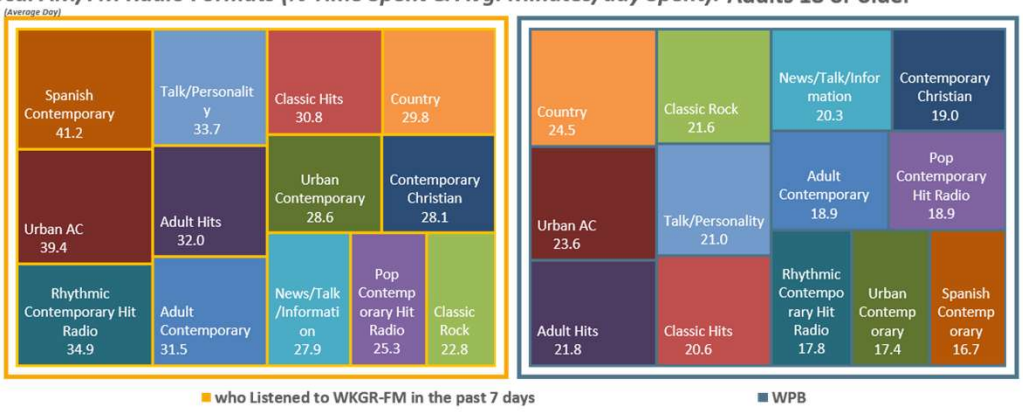
GATER 98.7fm

222,359 or 100.% of Adults 18 or older who Listened to WKGR-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Classic Hits, Country, and Pop Contemporary Hit Radio.

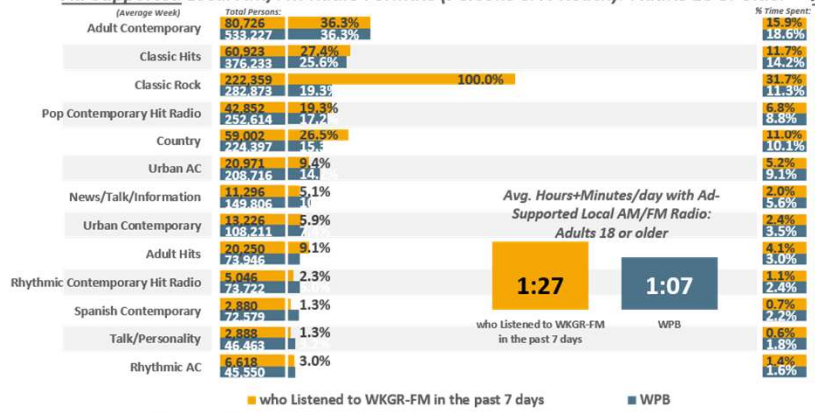
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



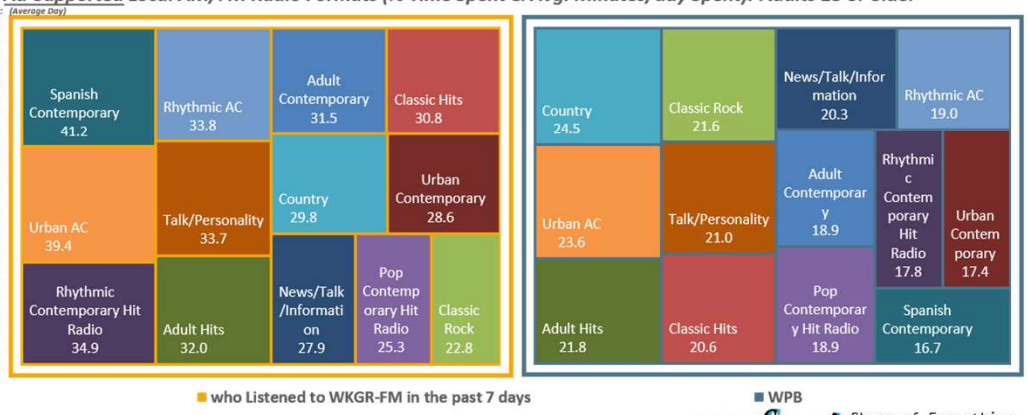
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

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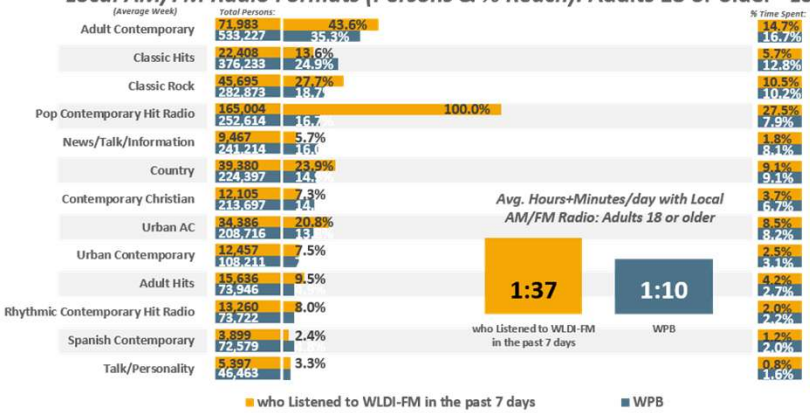
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(Radio Stations: WKGR-FM)

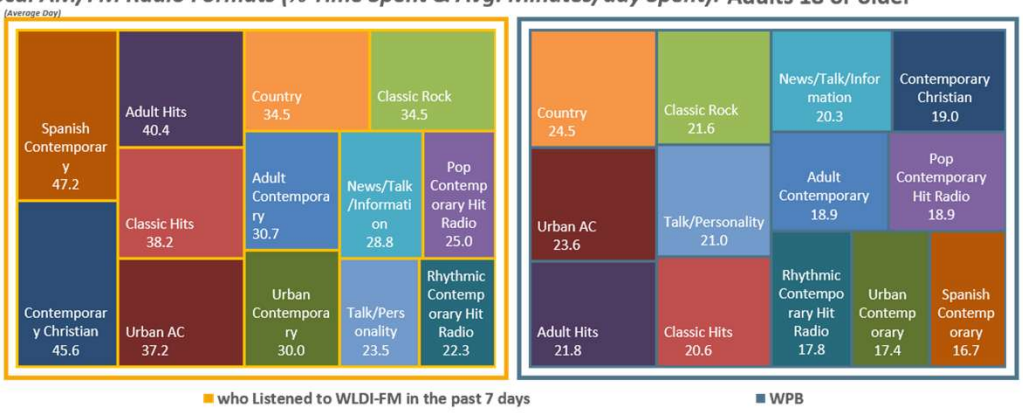
WILD 95.5
THE PALM BEACHES #1 HIT MUSIC STATION

165,004 or 100.% of Adults 18 or older who Listened to WLDI-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Rock, Country, and Urban AC.

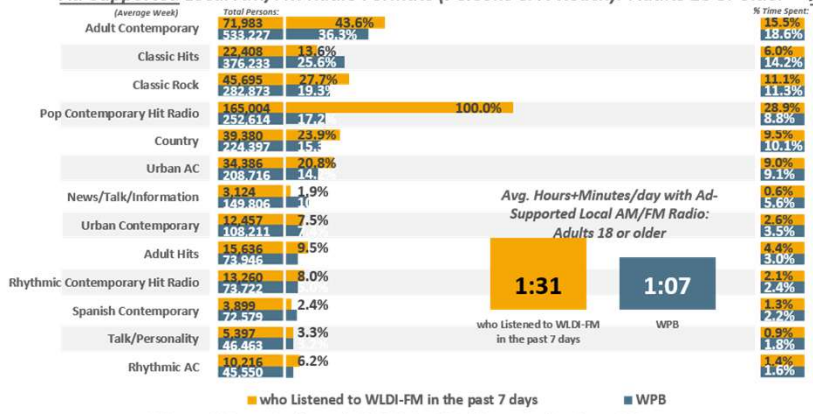
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



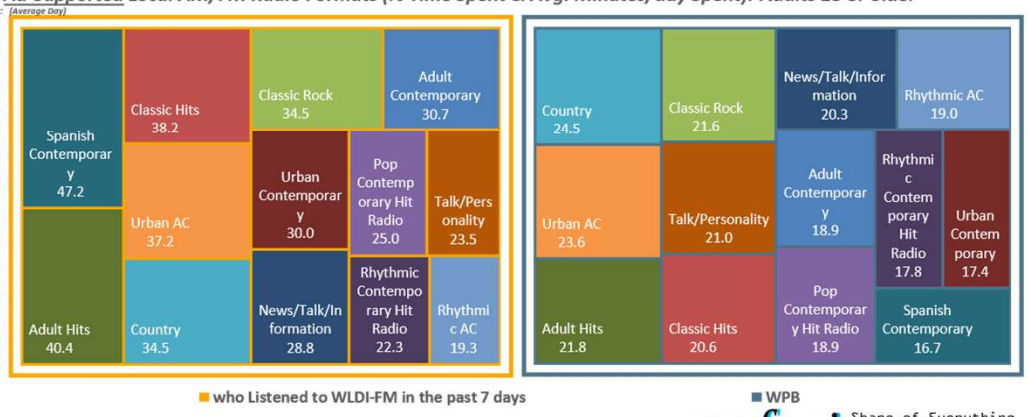
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 212

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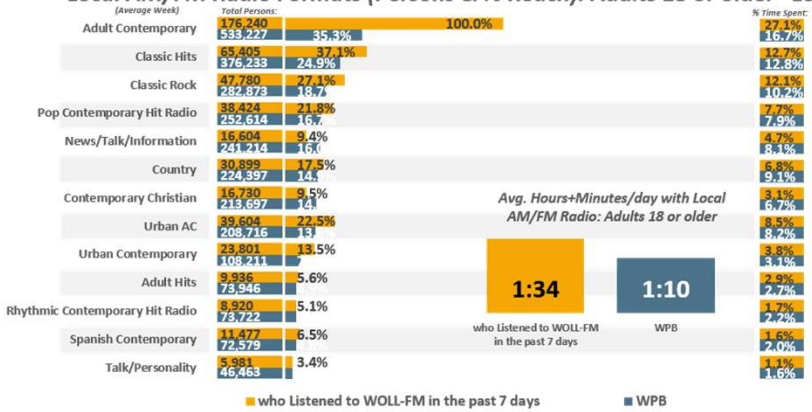
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(Radio Stations: WLDI-FM)

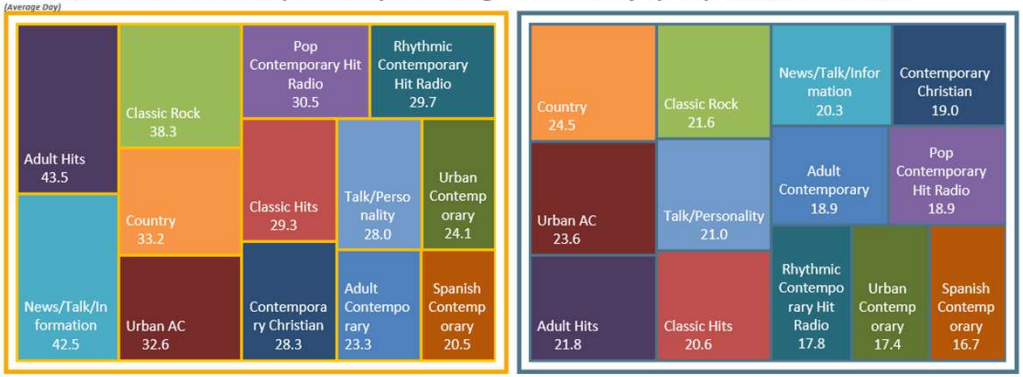
TODAY'S KOOL 105.5

176,240 or 100.% of Adults 18 or older who Listened to WOLL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Urban AC, and Pop Contemporary Hit Radio.

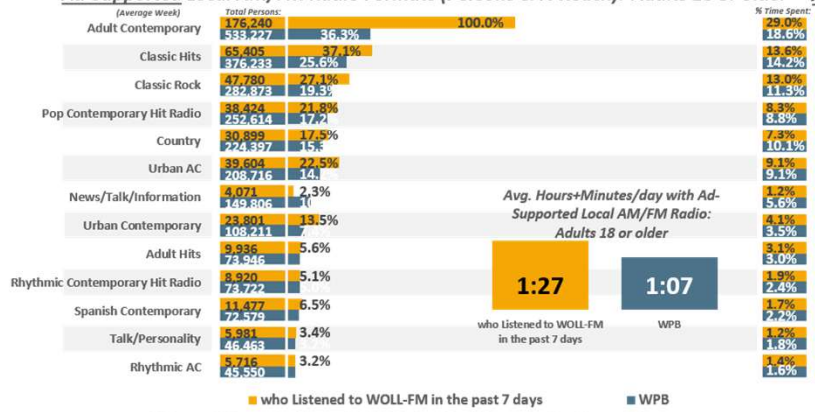
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



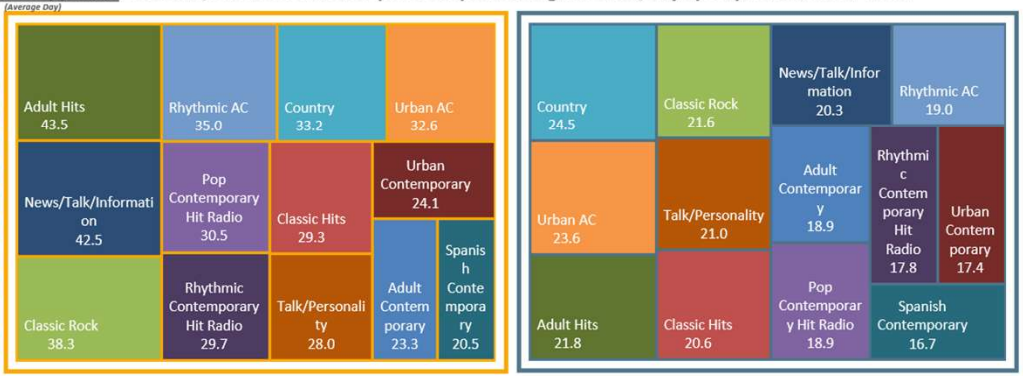
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 198

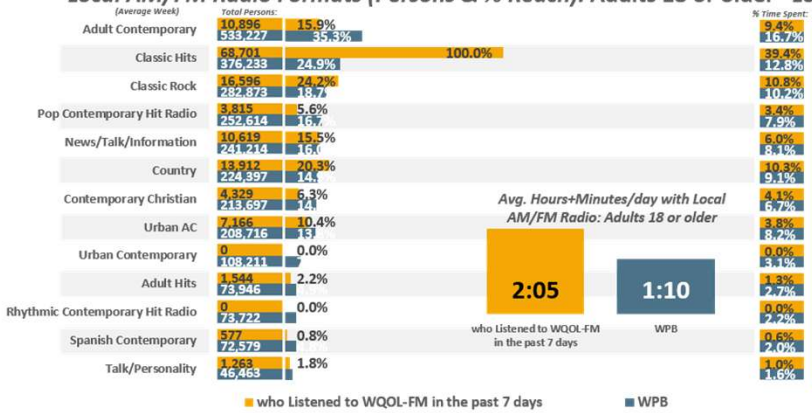
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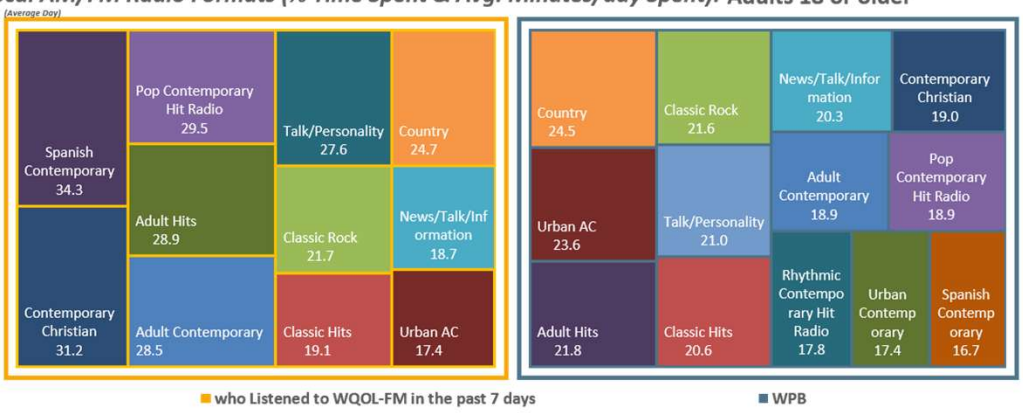
(Radio Stations: WOLL-FM)

68,701 or 100.% of Adults 18 or older who Listened to WQOL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, Country, Adult Contemporary, and News/Talk/Information.

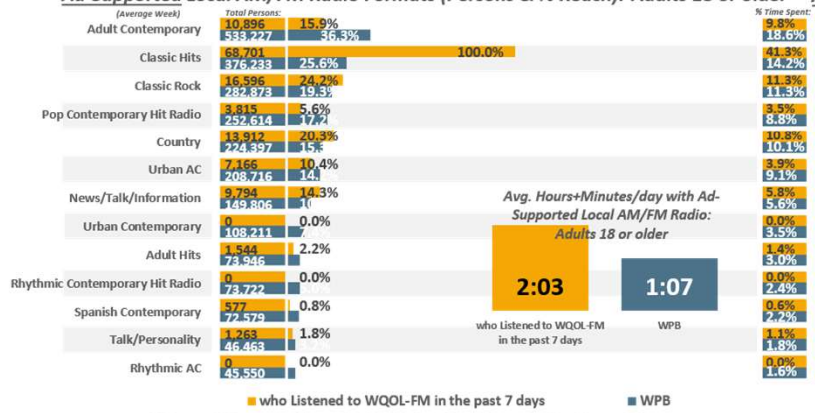
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



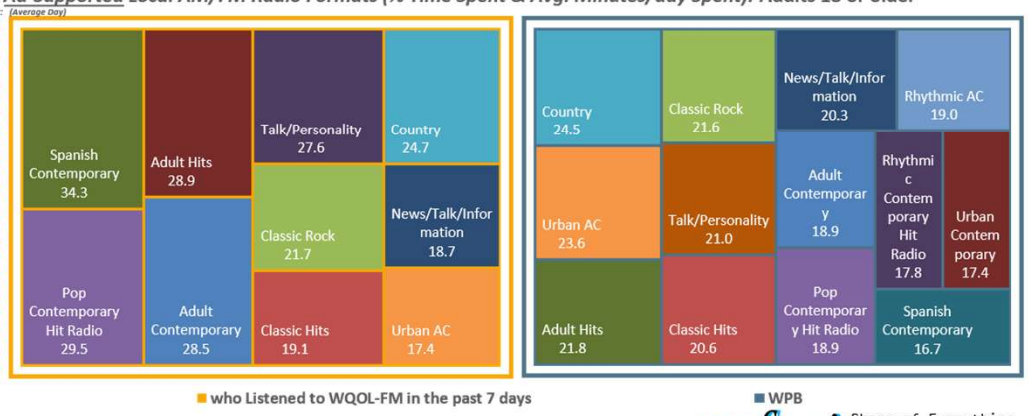
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 121

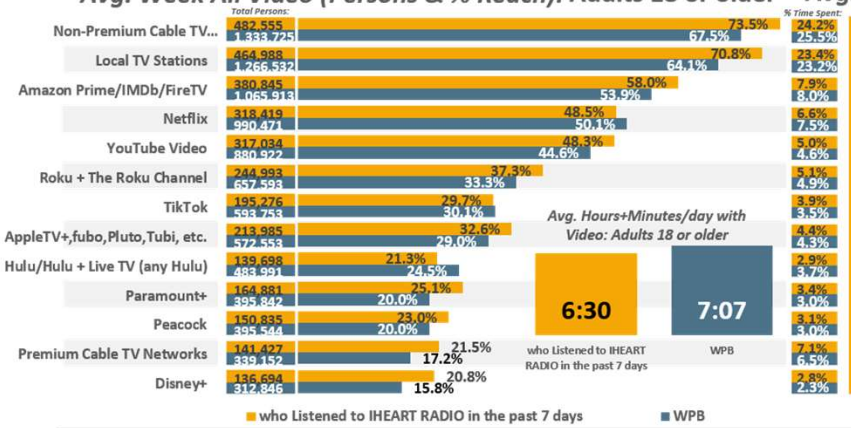
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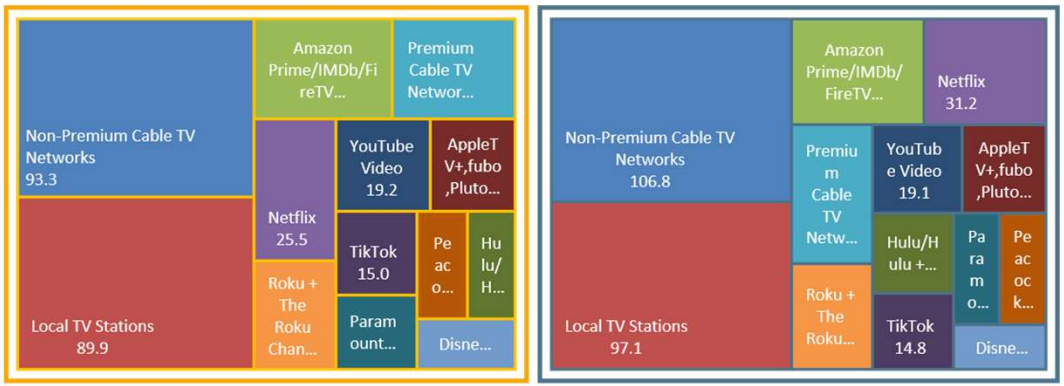
(Radio Stations: WQOL-FM)

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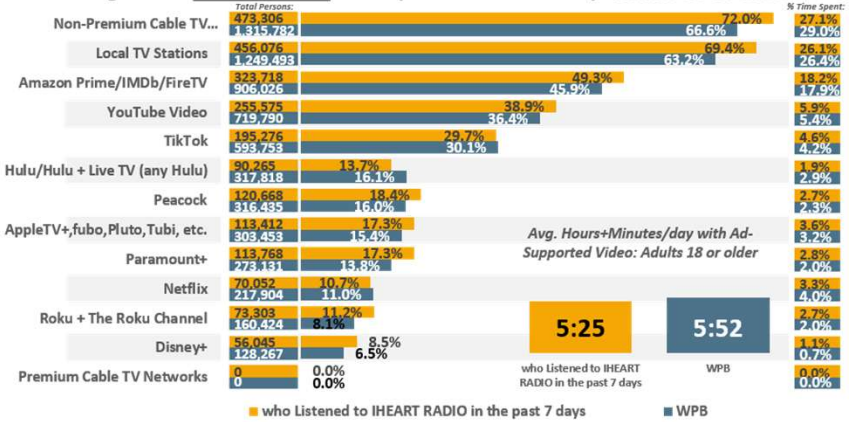
Avg. Week All Video (Persons & % Reach): Adults 18 or older



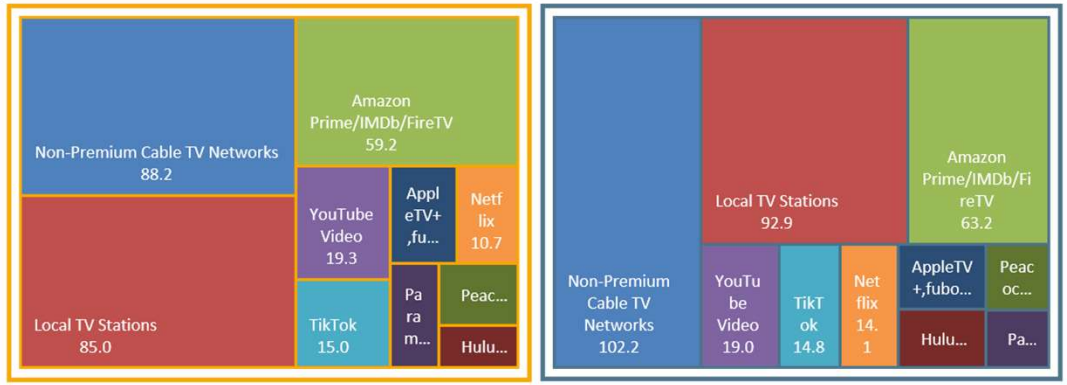
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 866

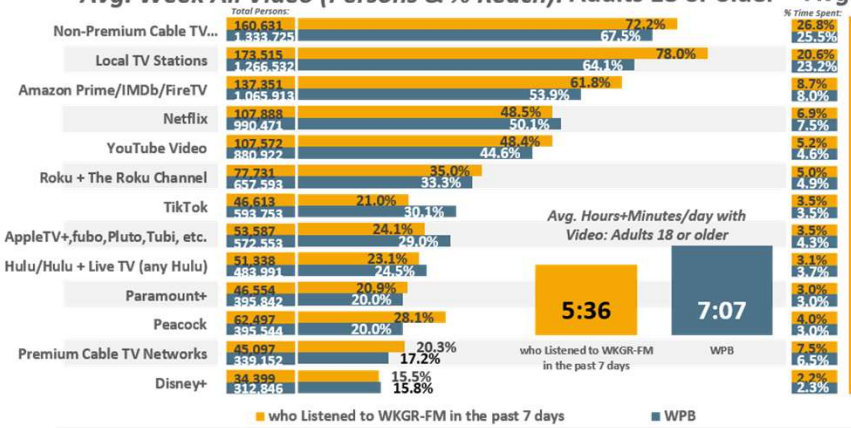
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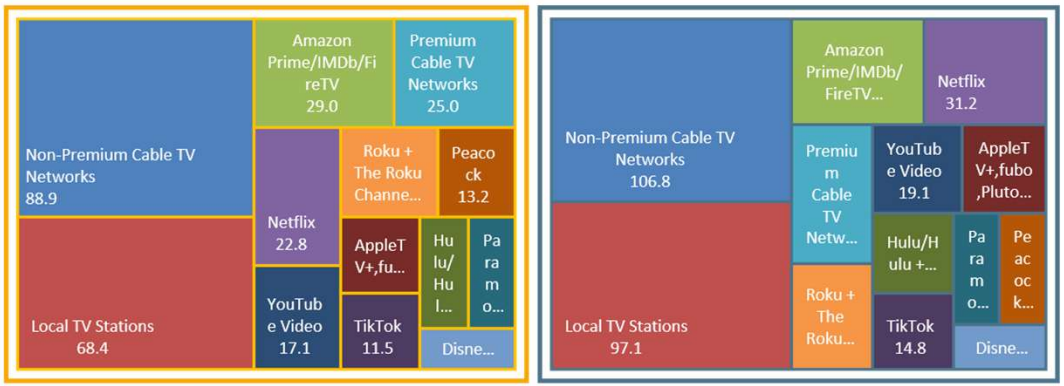
(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

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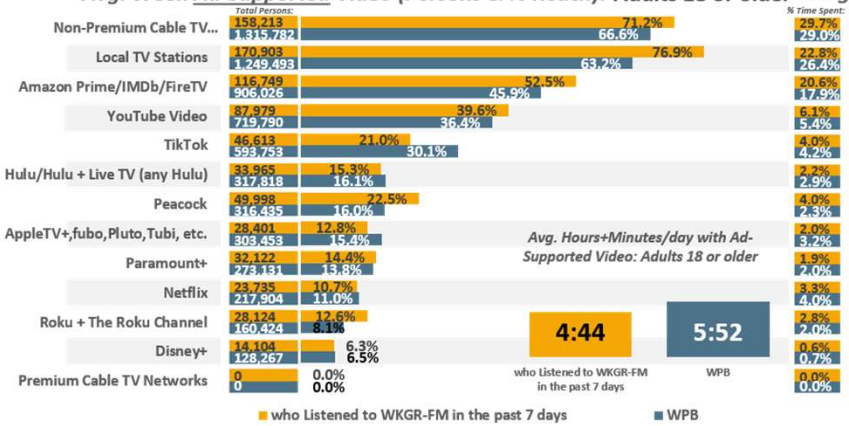
Avg. Week All Video (Persons & % Reach): Adults 18 or older



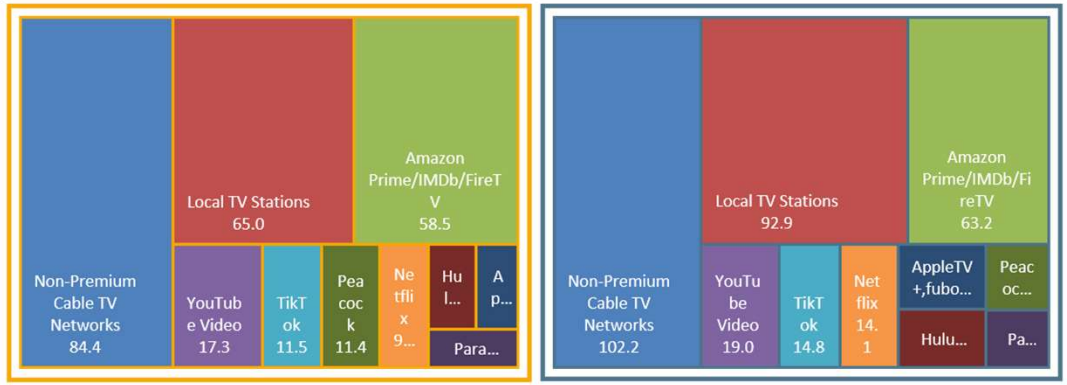
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

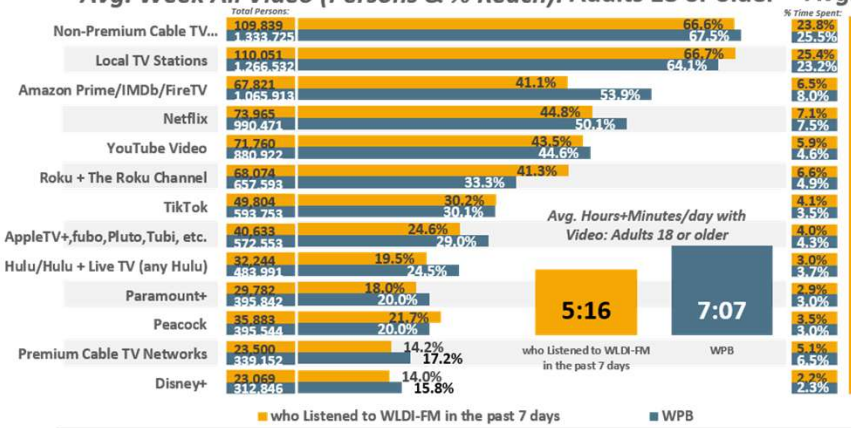
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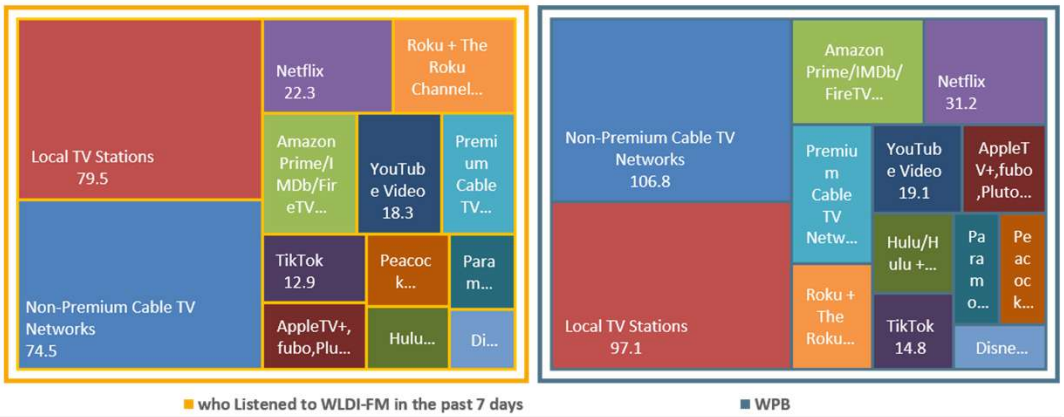
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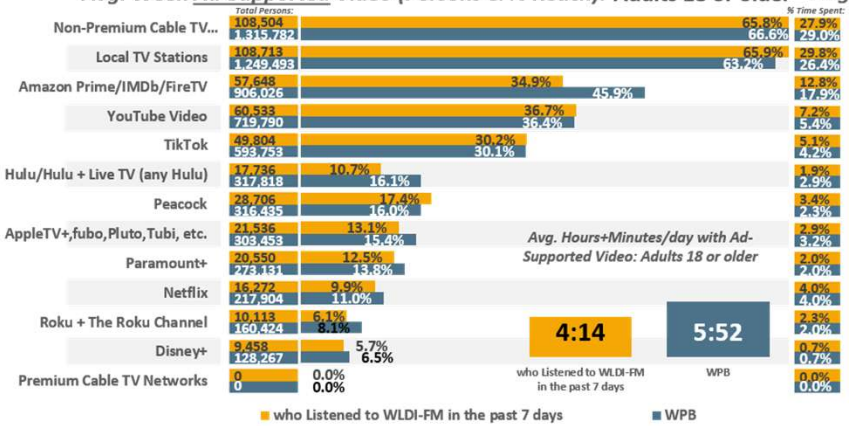
Avg. Week All Video (Persons & % Reach): Adults 18 or older



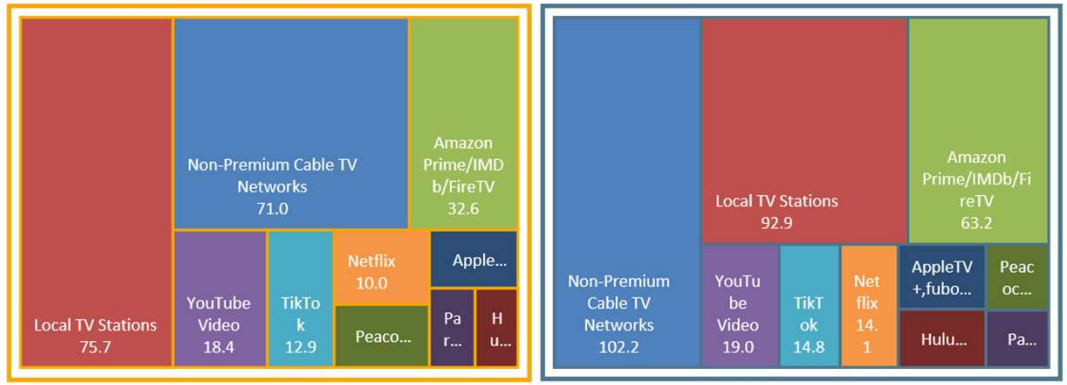
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 212

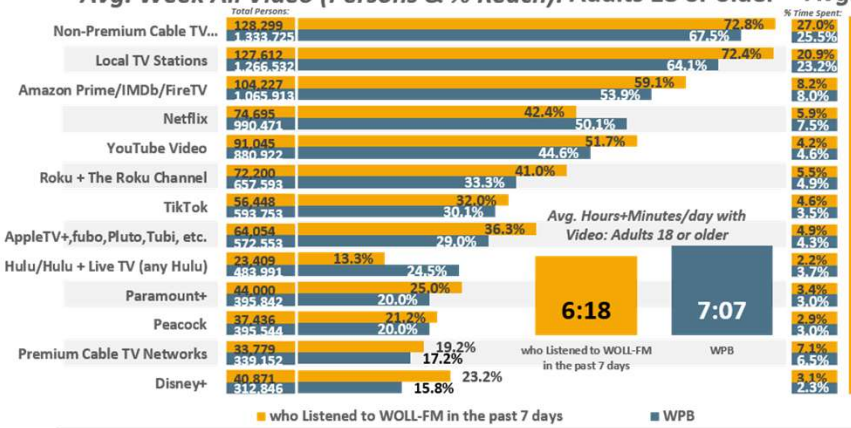
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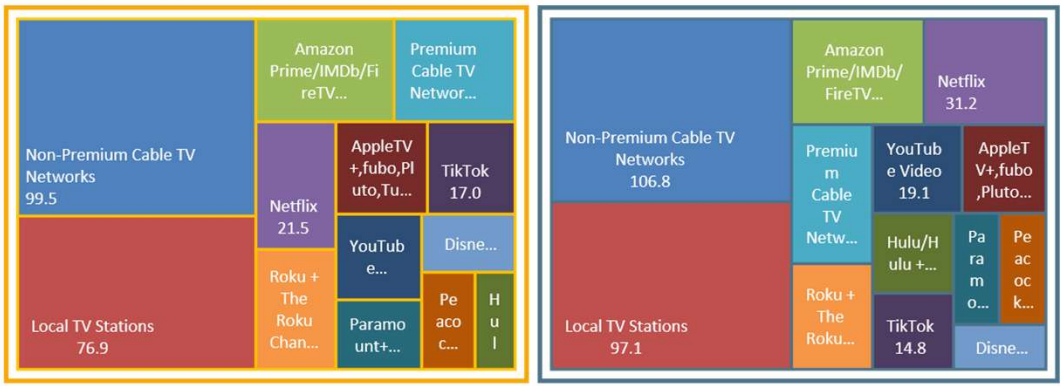
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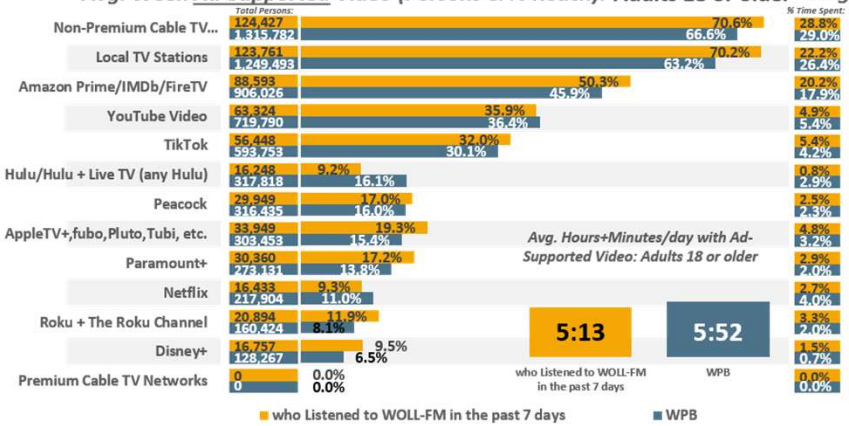
Avg. Week All Video (Persons & % Reach): Adults 18 or older



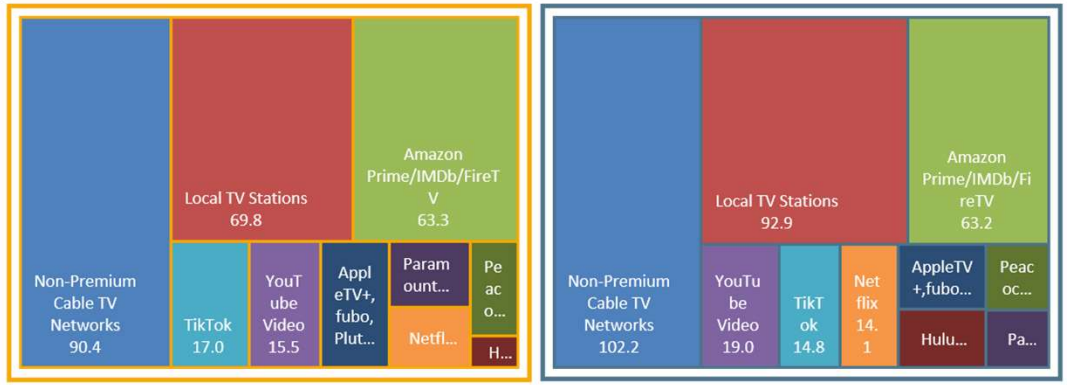
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 198

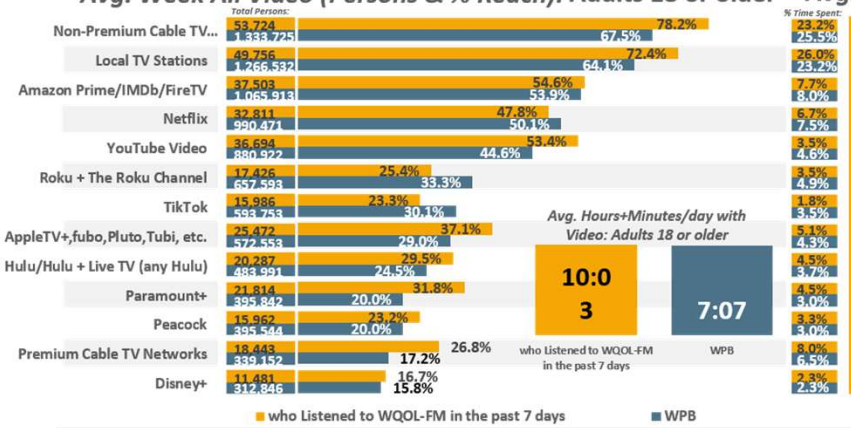
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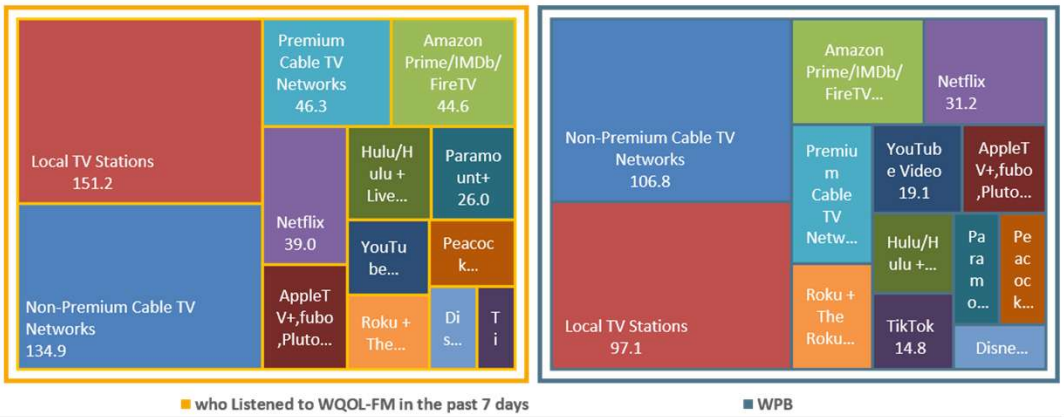
(Radio Stations: WOLL-FM)

49,310 or 71.8% of Adults 18 or older who Listened to WQOL-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 148.4 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

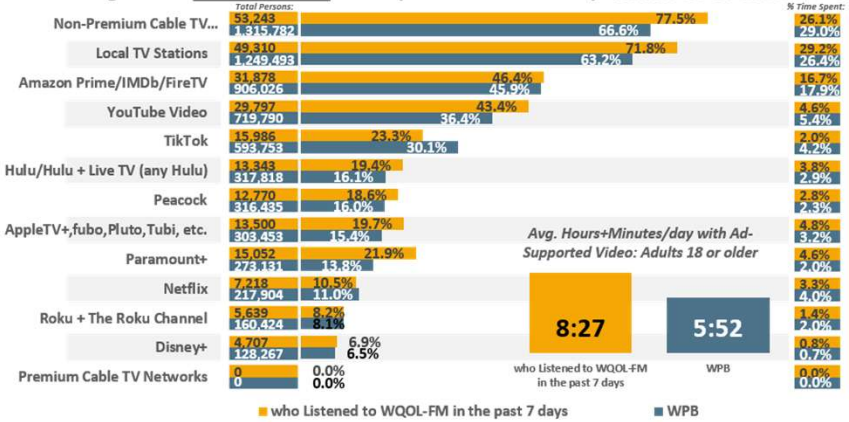
Avg. Week All Video (Persons & % Reach): Adults 18 or older



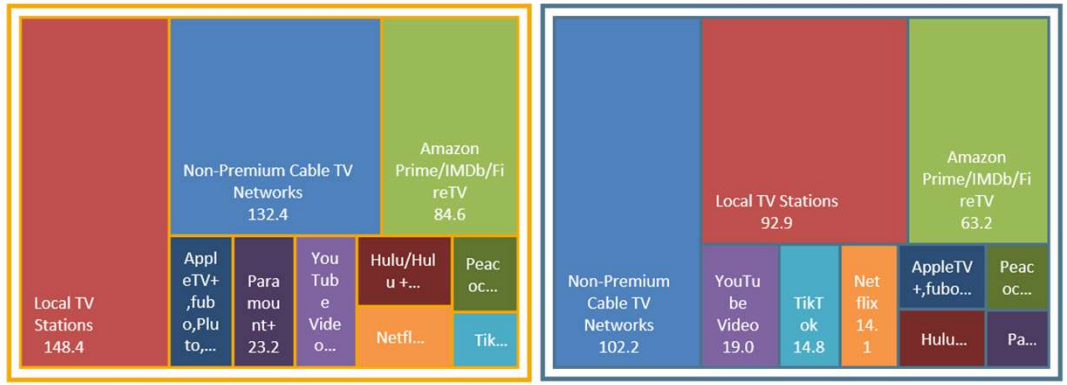
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



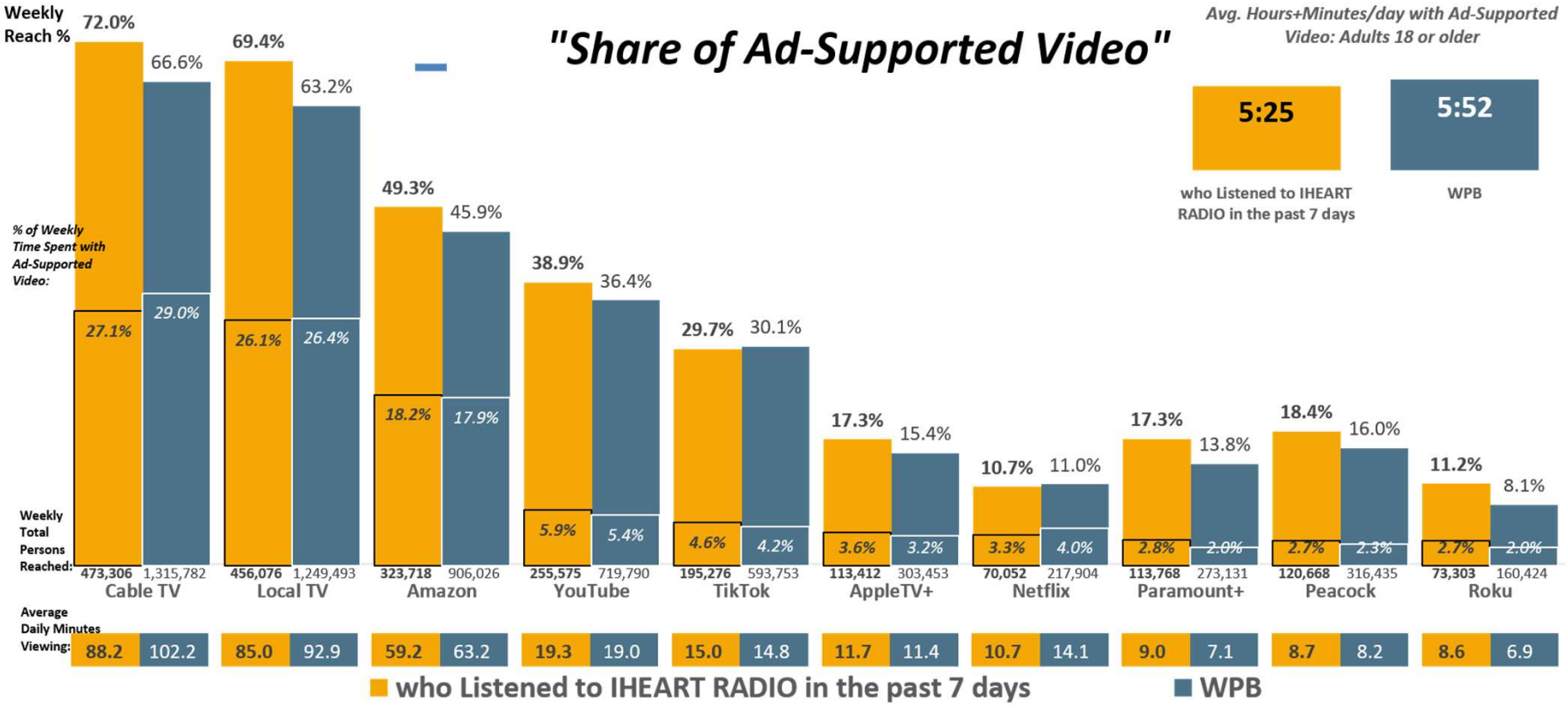
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 121

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WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 866 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

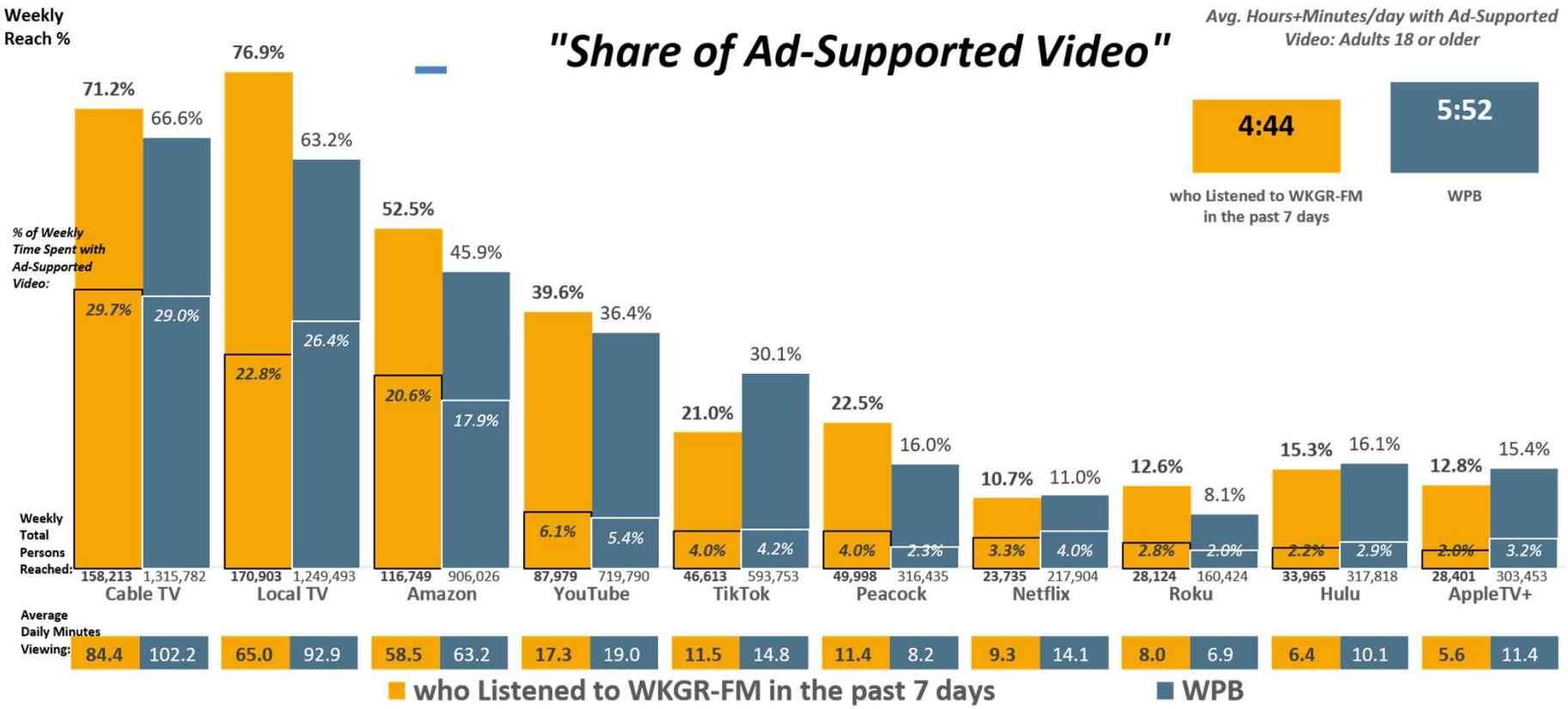
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GATER 98.7fm

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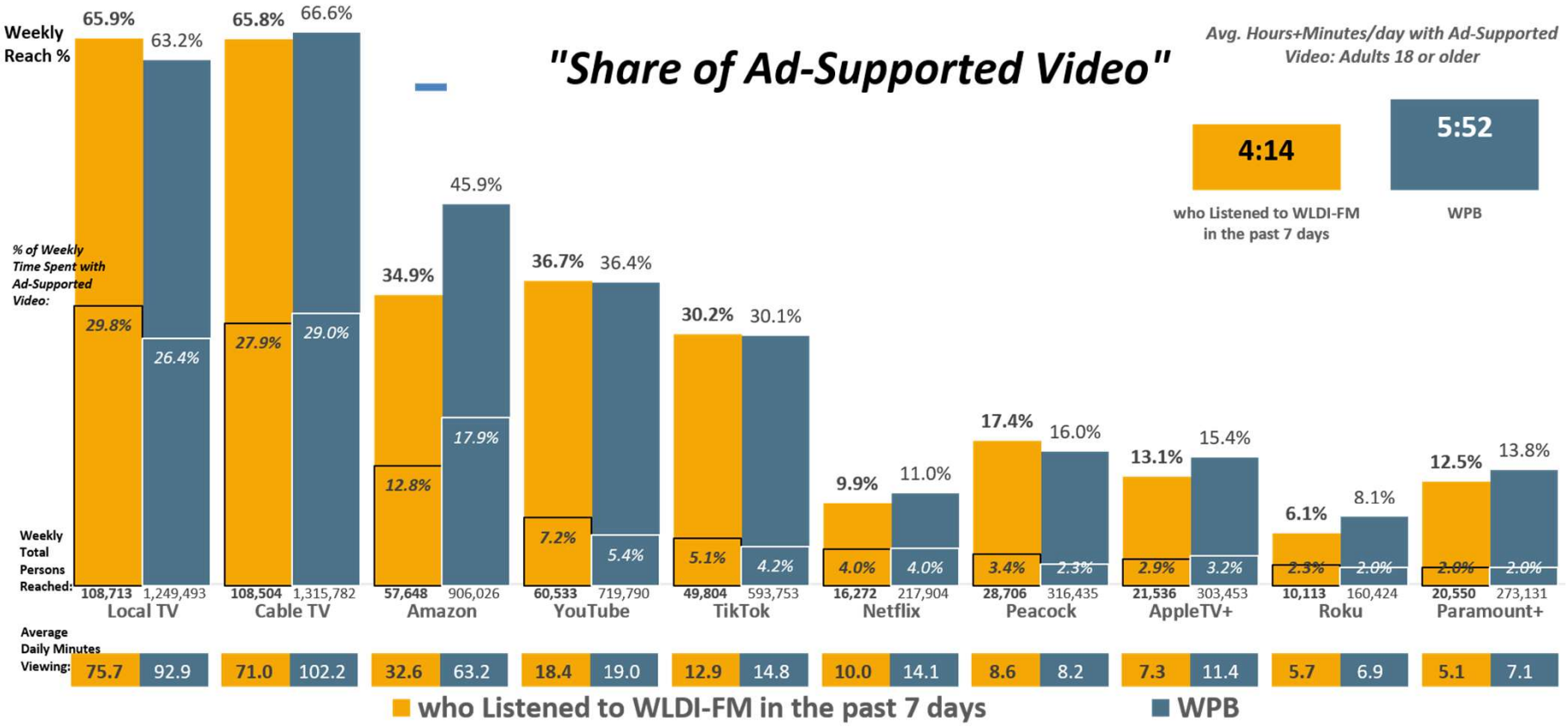
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 284 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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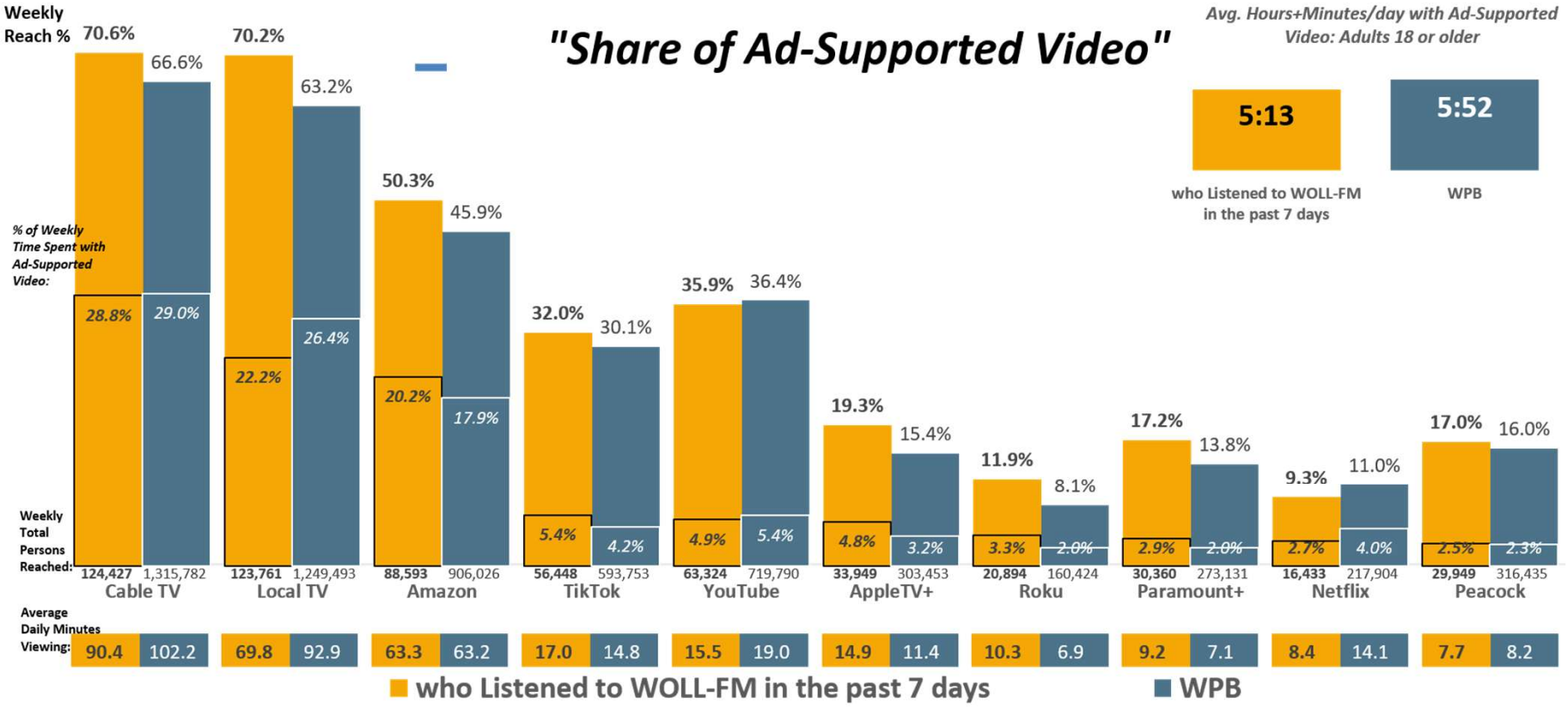
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 212 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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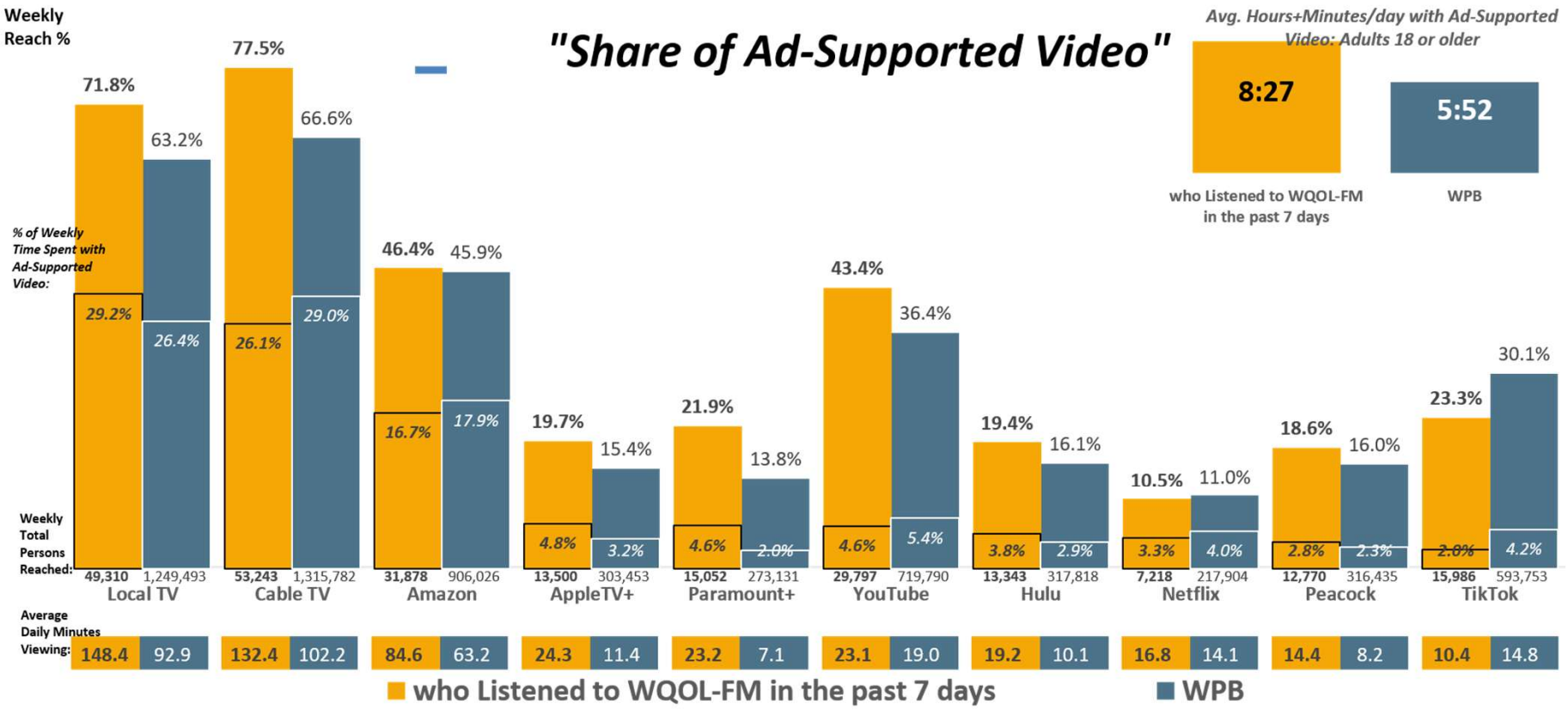
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 198 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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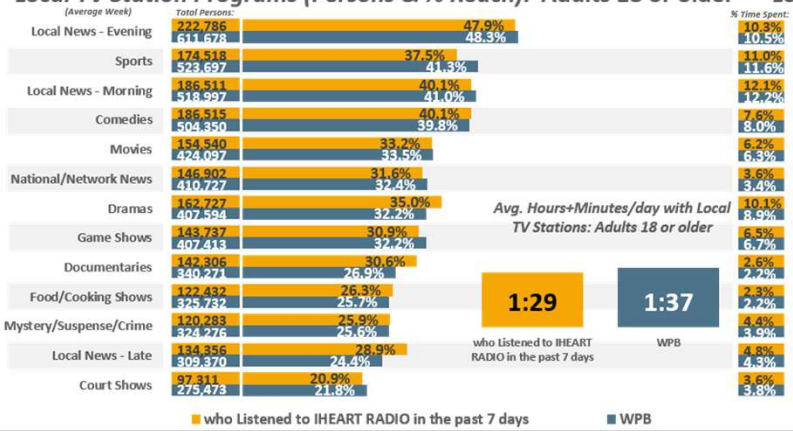
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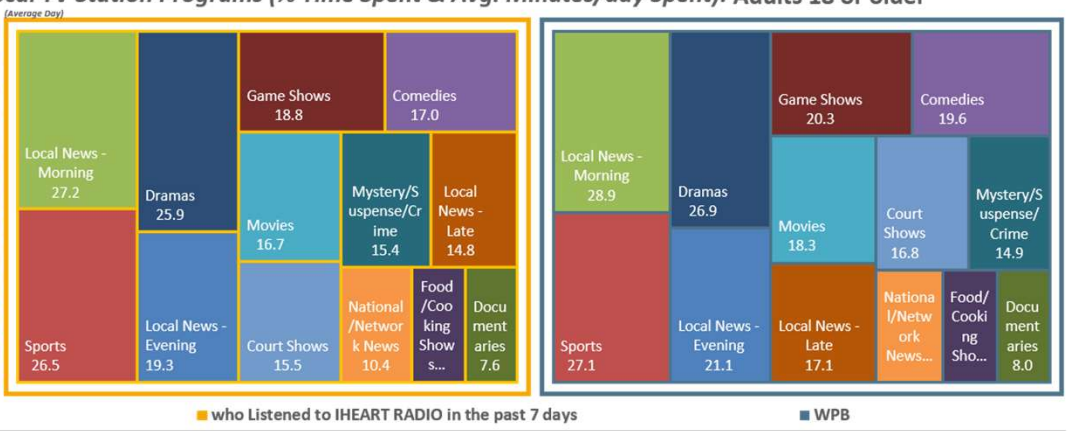
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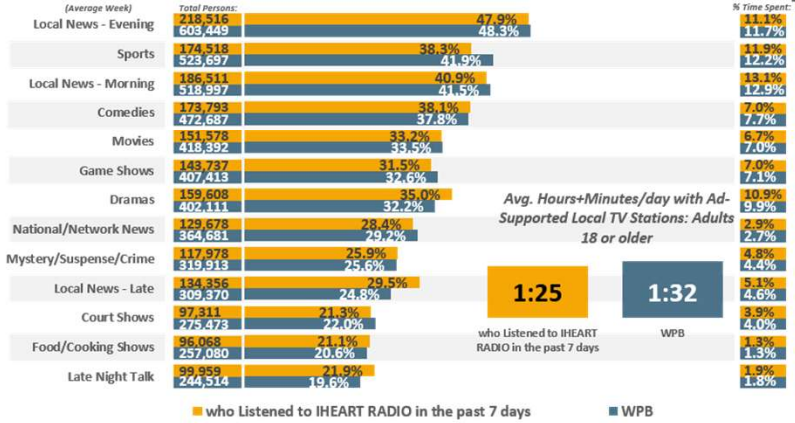
Local TV Station Programs (Persons & % Reach): Adults 18 or older



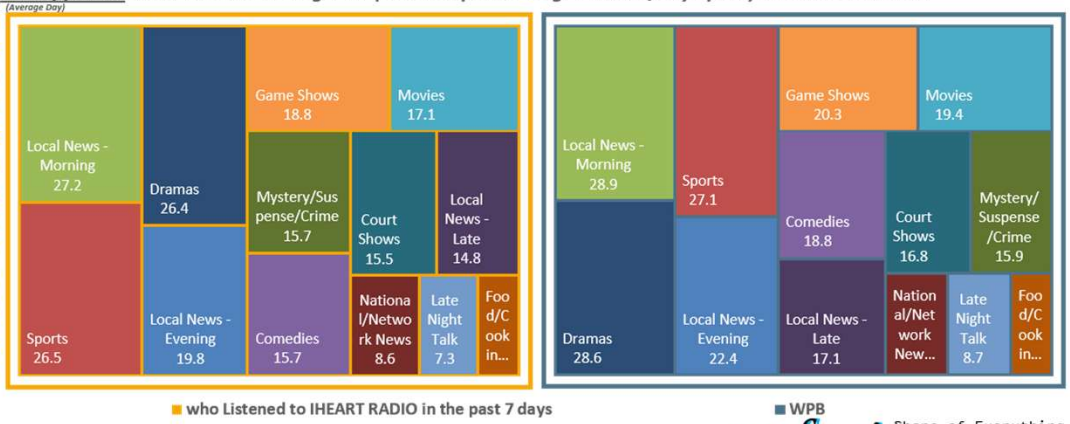
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 866

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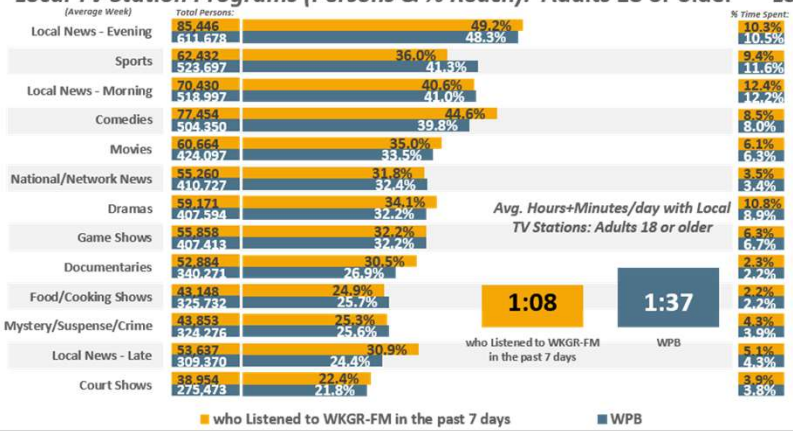
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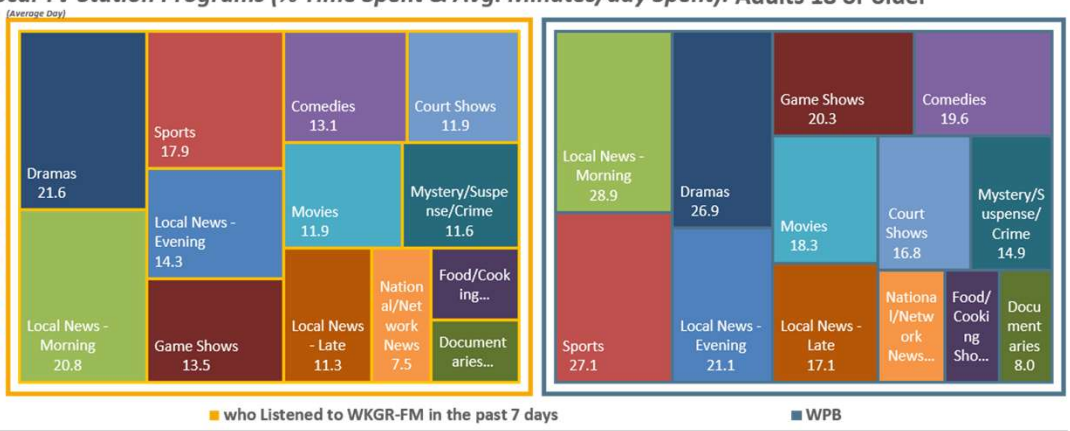
GATER 98.7fm

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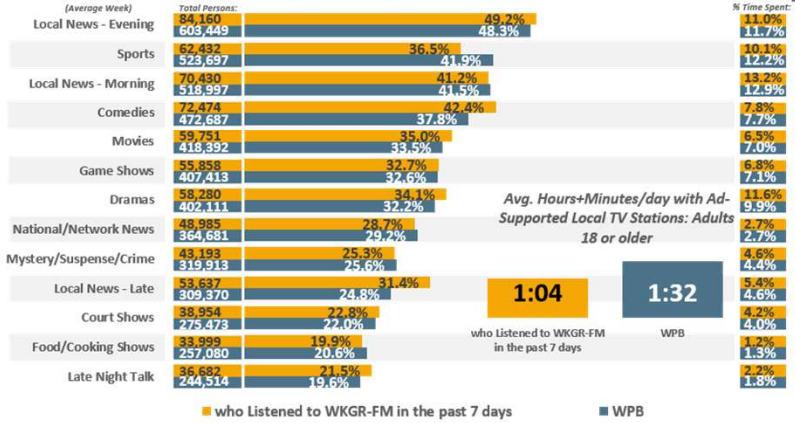
Local TV Station Programs (Persons & % Reach): Adults 18 or older



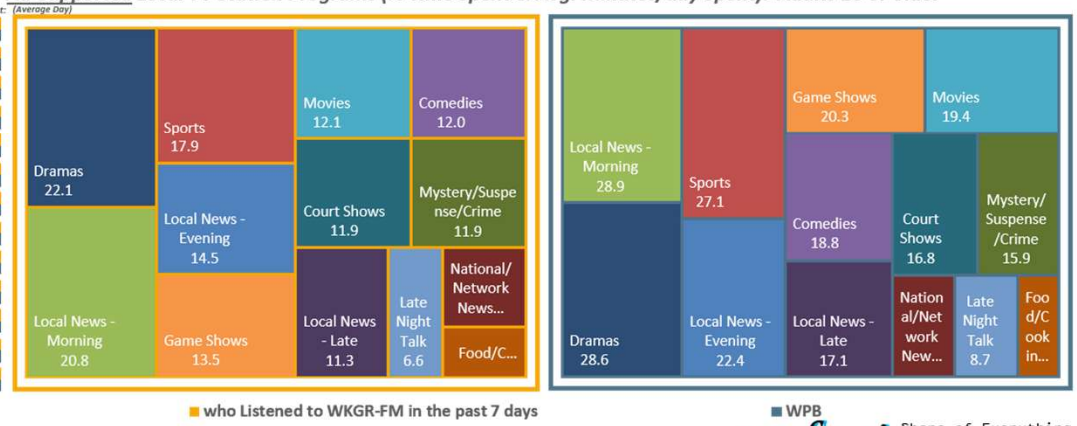
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

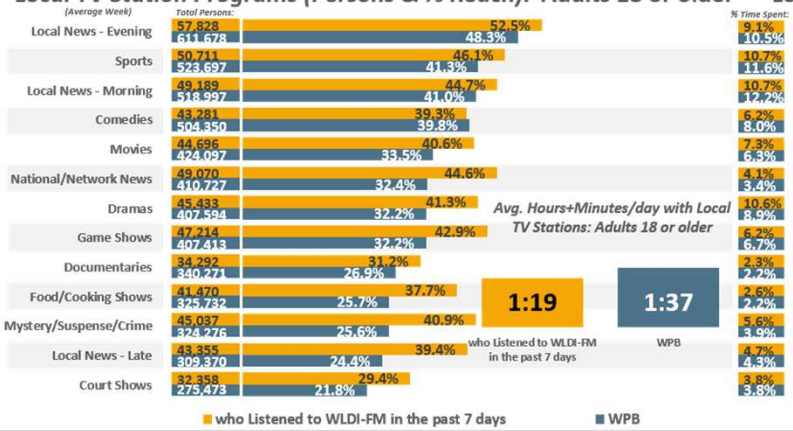
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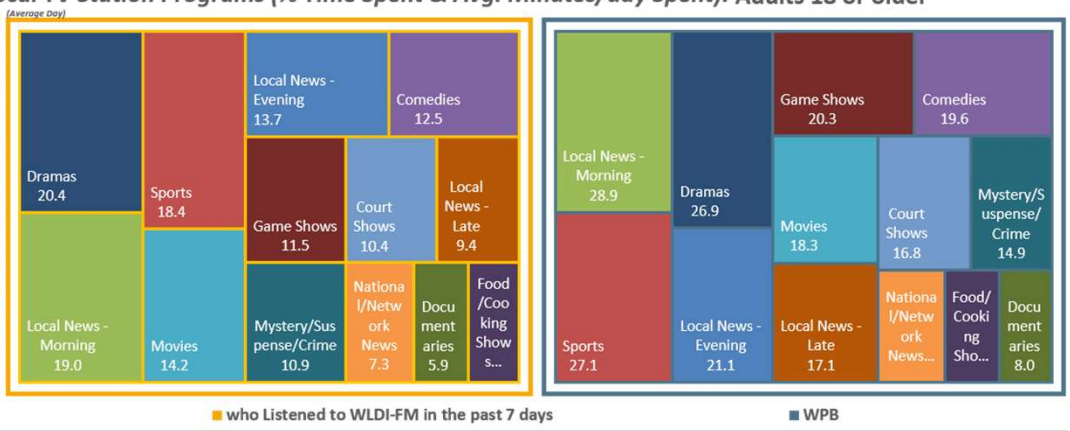
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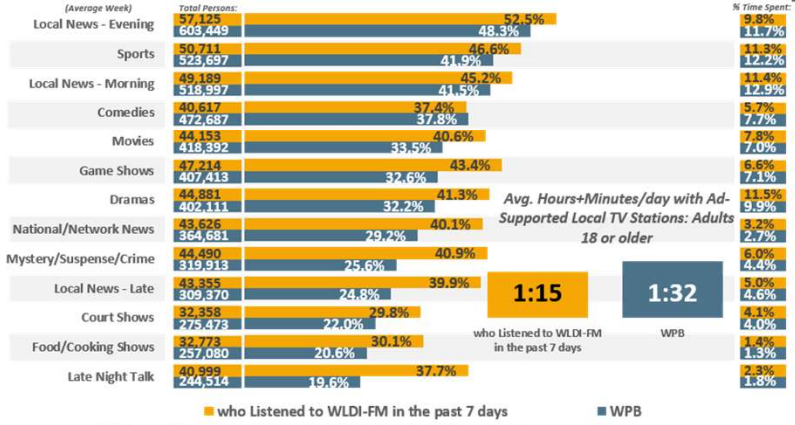
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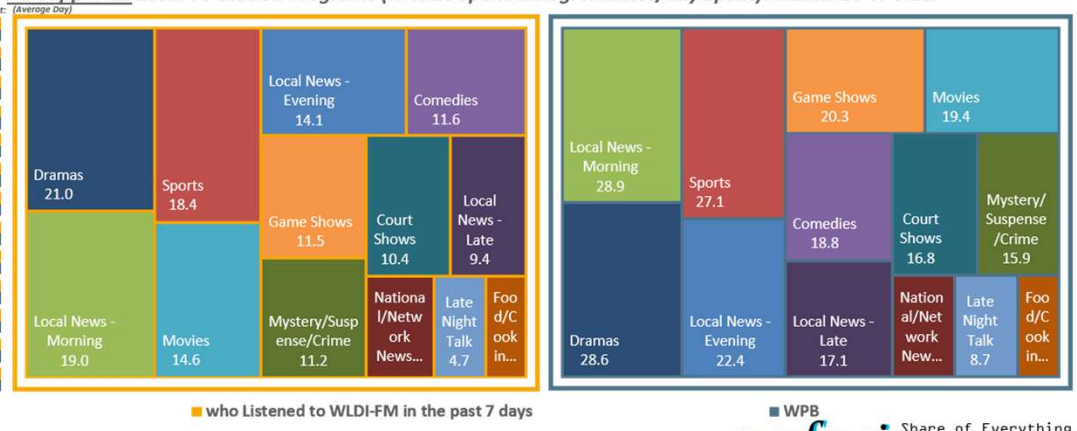
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 212

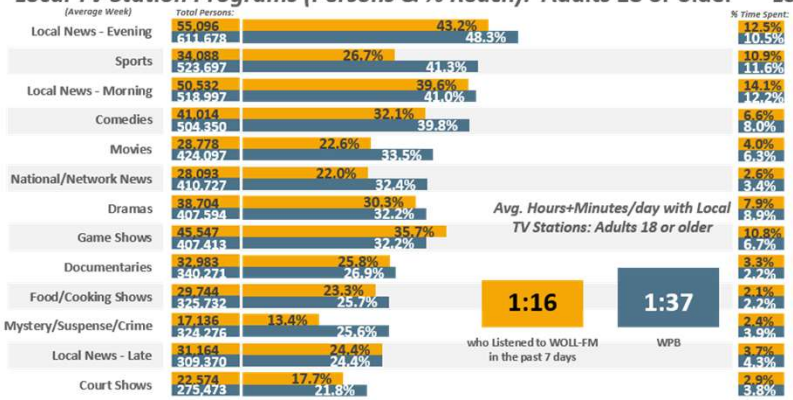
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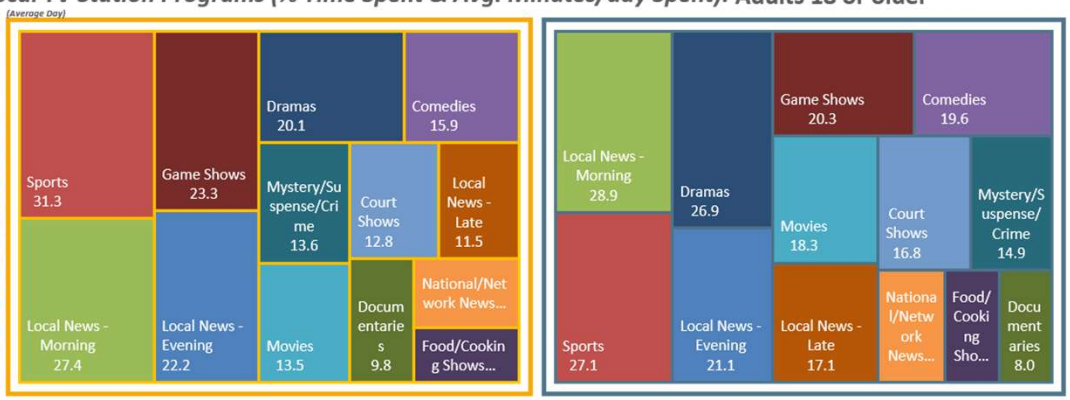
(Radio Stations: WLDI-FM)

123,761 or 70.2% of Adults 18 or older who Listened to WOLL-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Game Shows, Comedies, Dramas, and Sports.

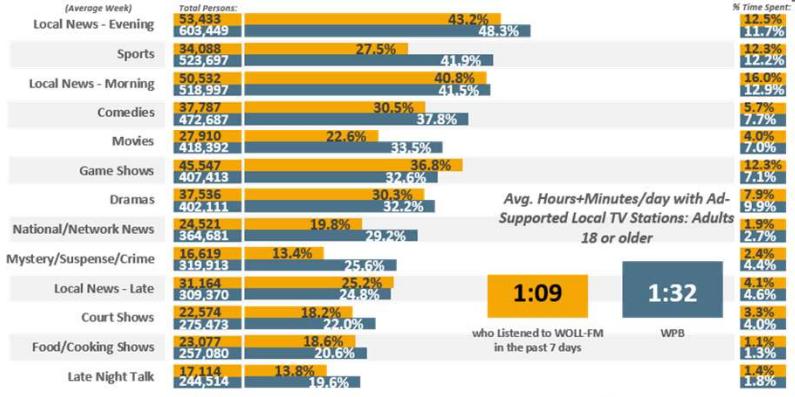
Local TV Station Programs (Persons & % Reach): Adults 18 or older



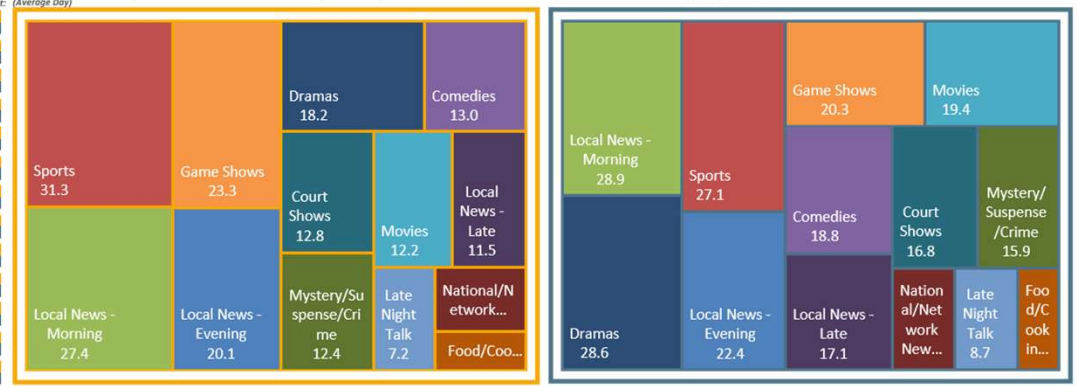
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 198

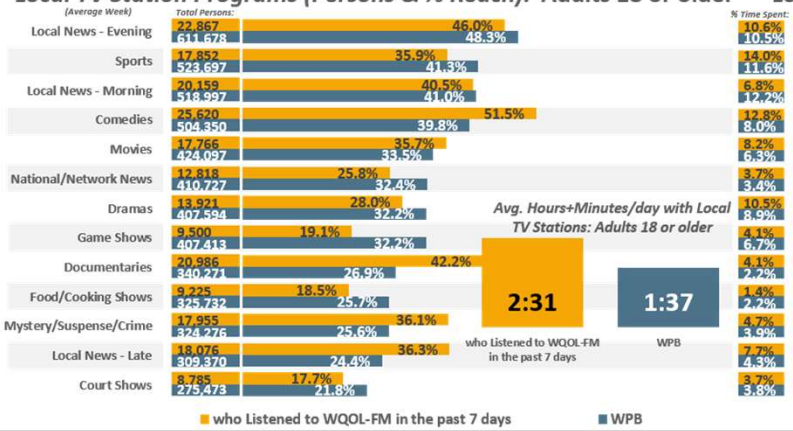
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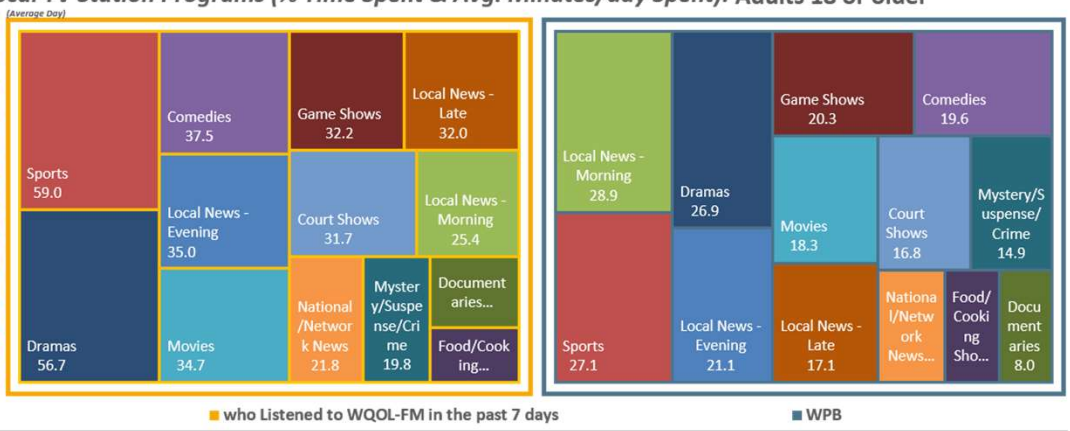
(Radio Stations: WOLL-FM)

49,310 or 71.8% of Adults 18 or older who Listened to WQOL-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Local News - Morning, Local News - Late, Sports, and Mystery/Suspense/Crime.

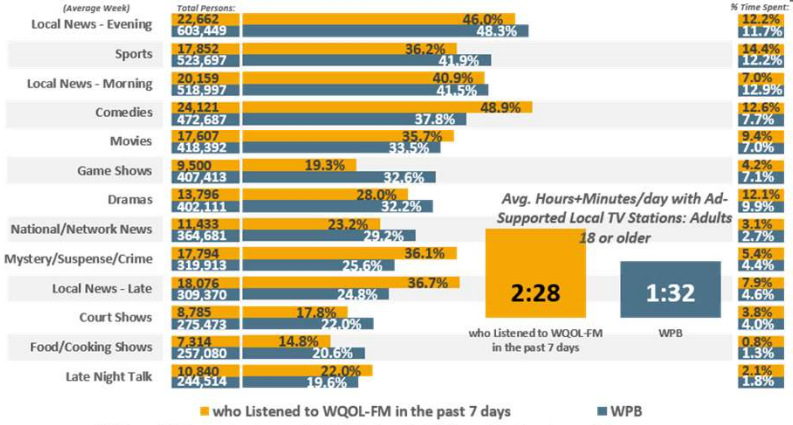
Local TV Station Programs (Persons & % Reach): Adults 18 or older



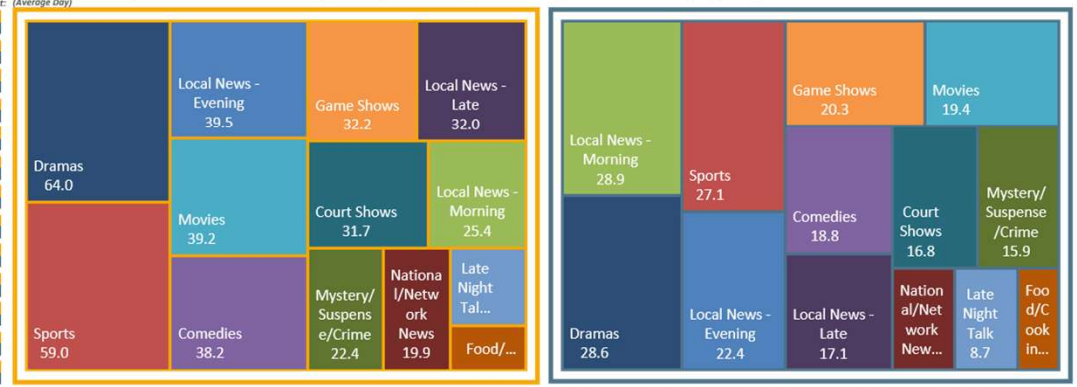
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 121

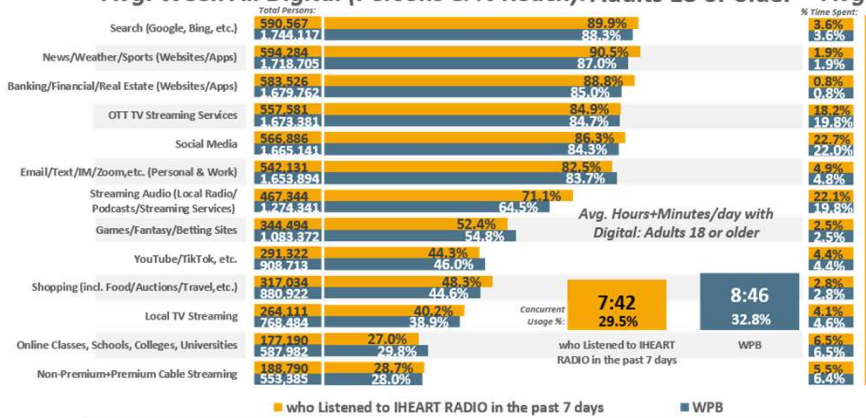
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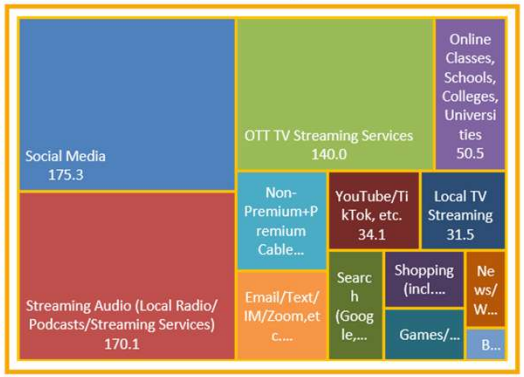
(Radio Stations: WQOL-FM)

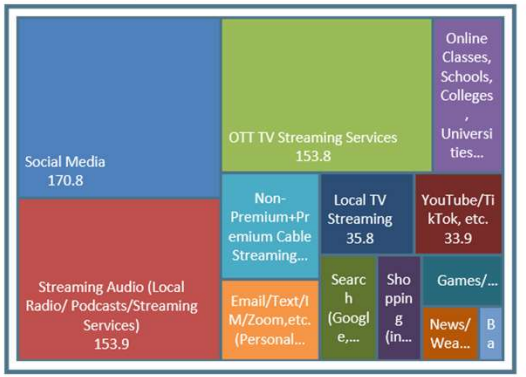
506,044 or 77.% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Social Media for an average of 156.5 minutes every day representing 26.5% of all time spent daily with Ad-Supported Digital Media.

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

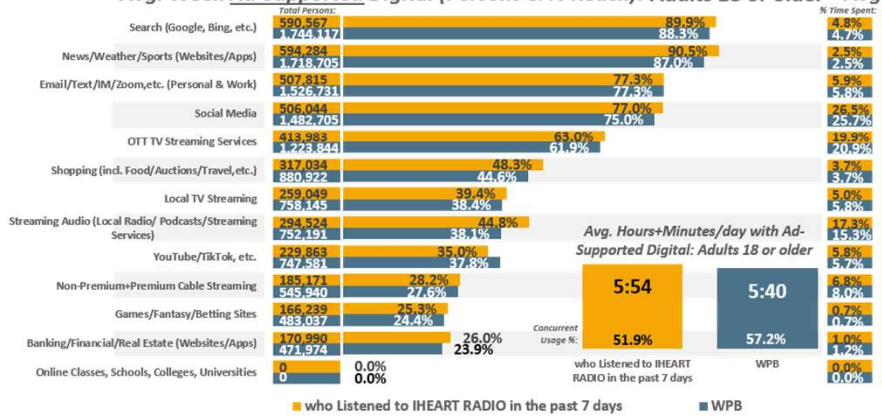


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

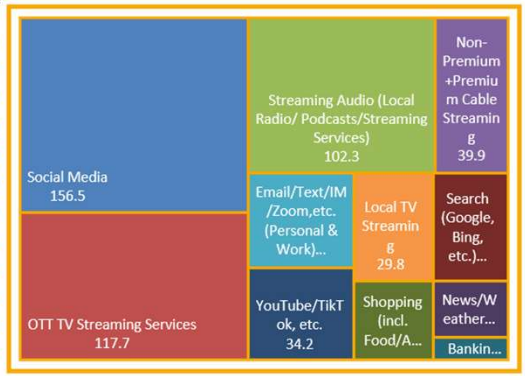


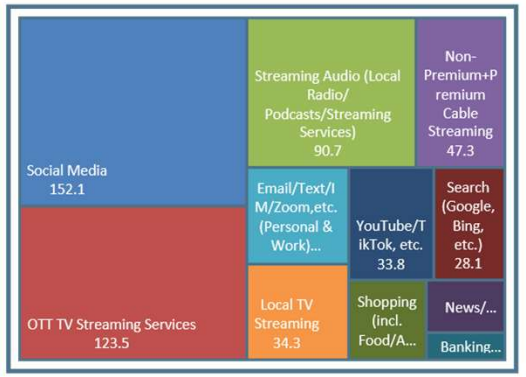


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 866

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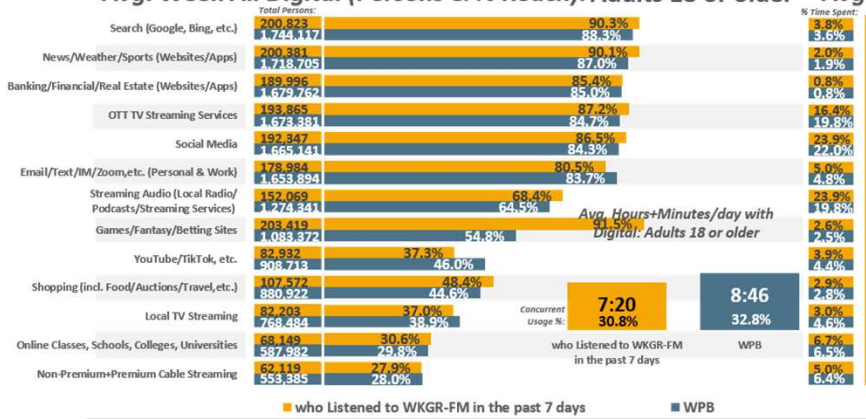
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

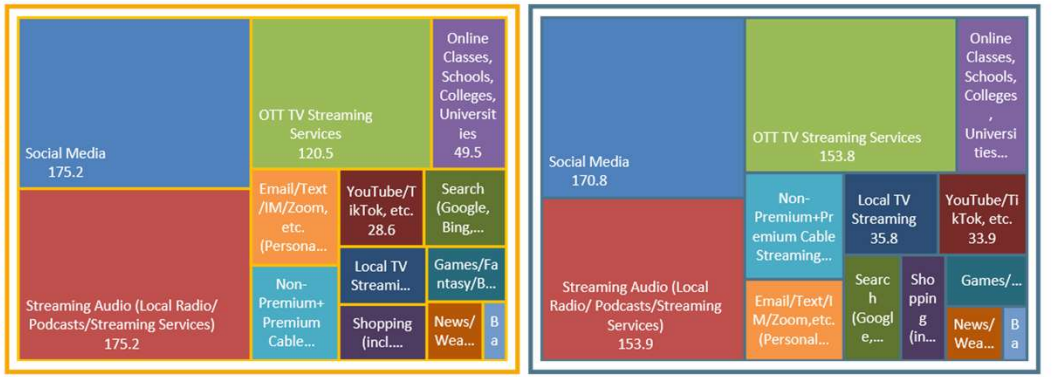
GATER 98.7fm

170,429 or 76.6% of Adults 18 or older who Listened to WKGR-FM in the past 7 days use Ad-Supported Social Media for an average of 155.3 minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

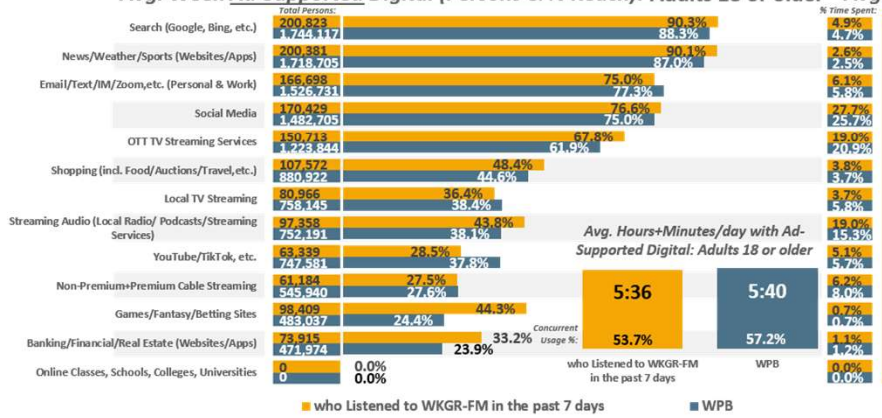
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



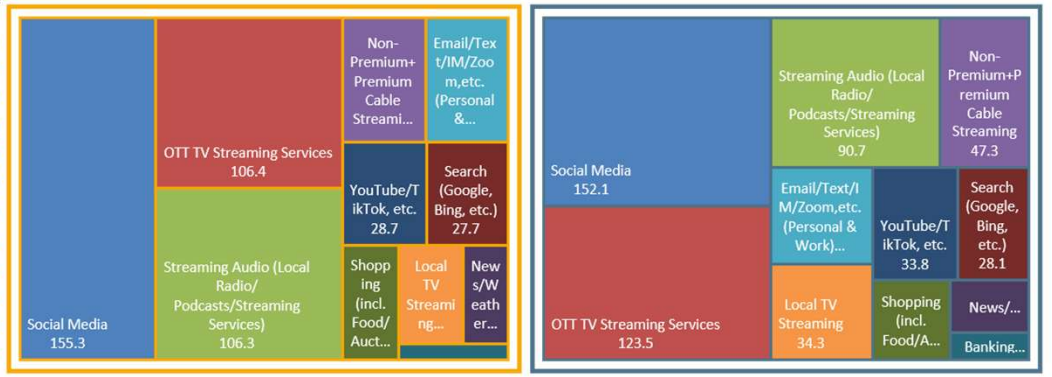
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

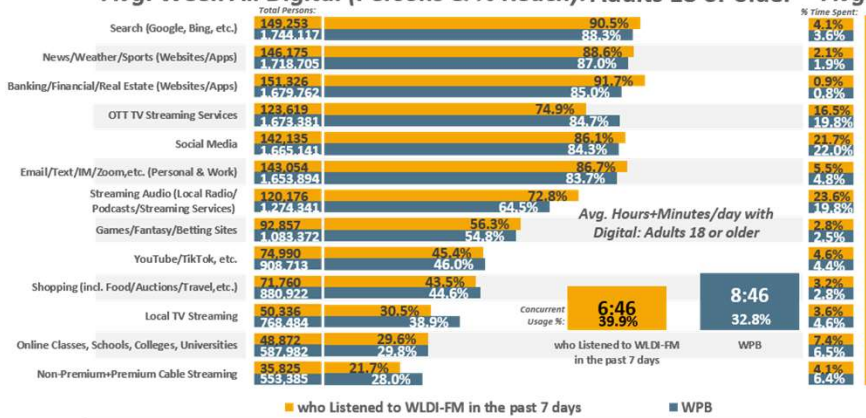
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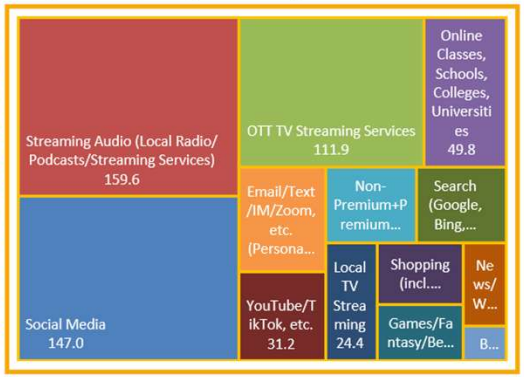
(Radio Stations: WKGR-FM)

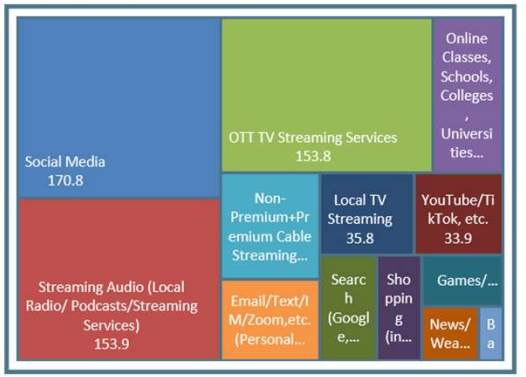
125,823 or 76.3% of Adults 18 or older who Listened to WLDI-FM in the past 7 days use Ad-Supported Social Media for an average of 130.1 minutes every day representing 26.8% of all time spent daily with Ad-Supported Digital Media.

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

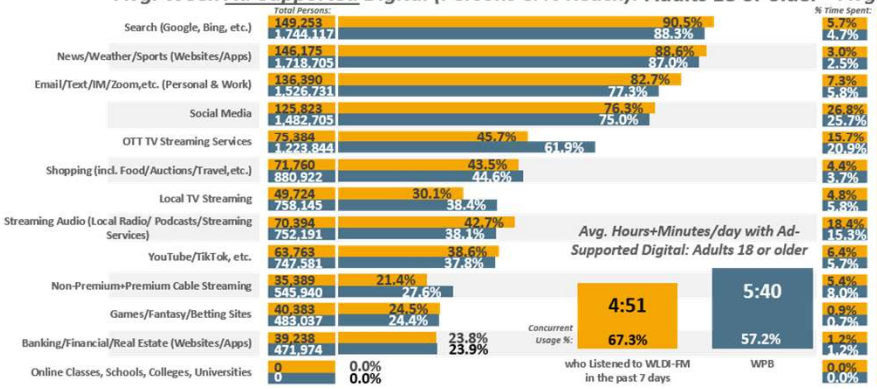


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



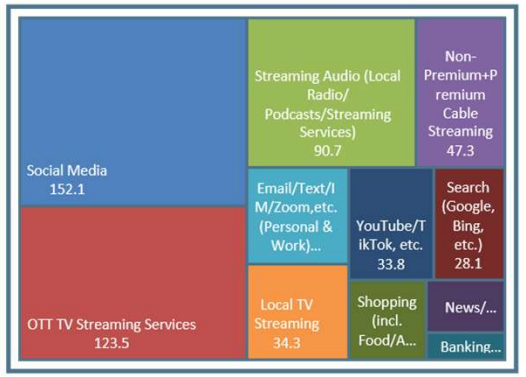


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 212

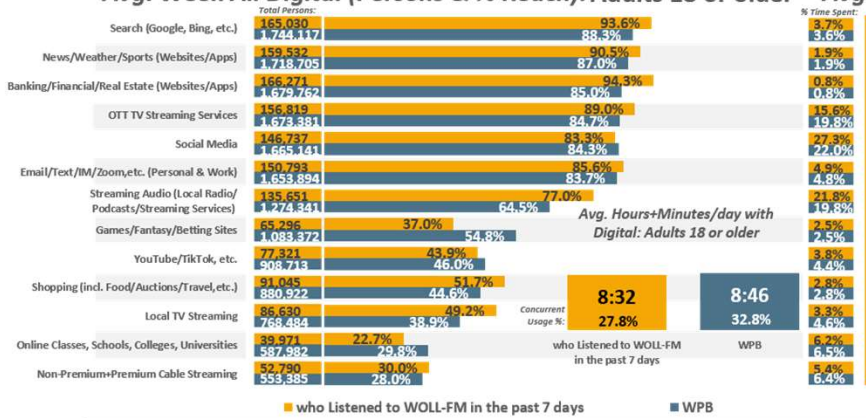
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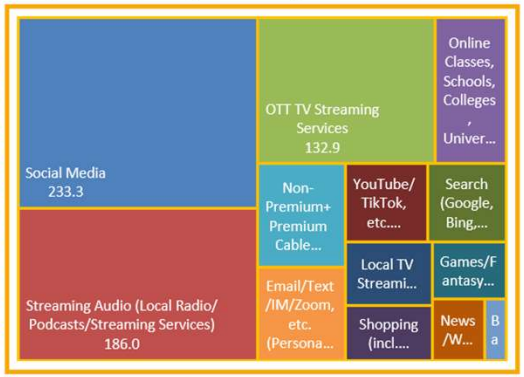
(Radio Stations: WLDI-FM)

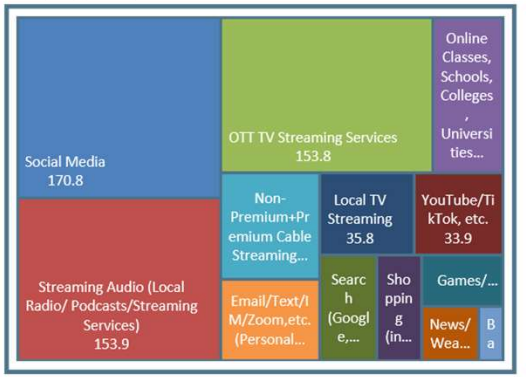
133,810 or 75.9% of Adults 18 or older who Listened to WOLL-FM in the past 7 days use Ad-Supported Social Media for an average of 212.8 minutes every day representing 31.8% of all time spent daily with Ad-Supported Digital Media.

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

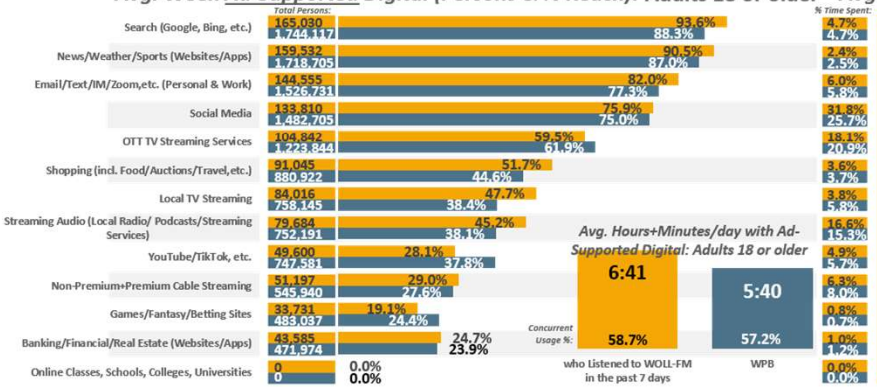


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

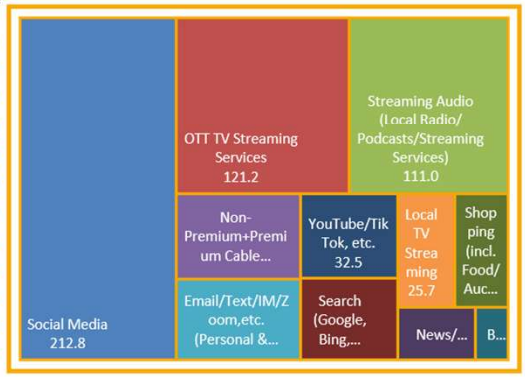


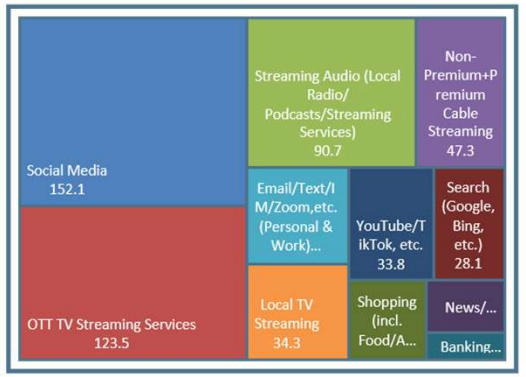


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 198

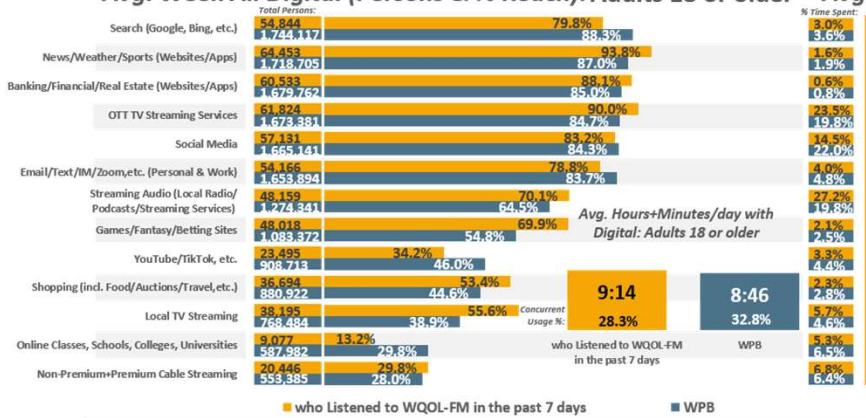
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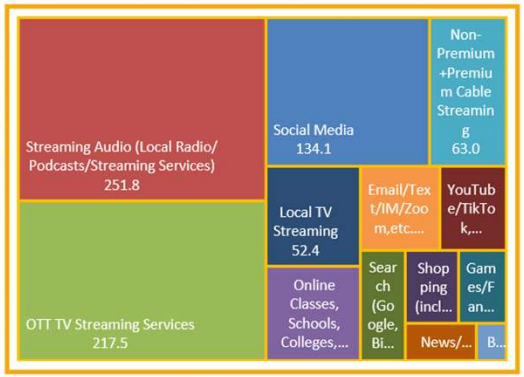
(Radio Stations: WOLL-FM)

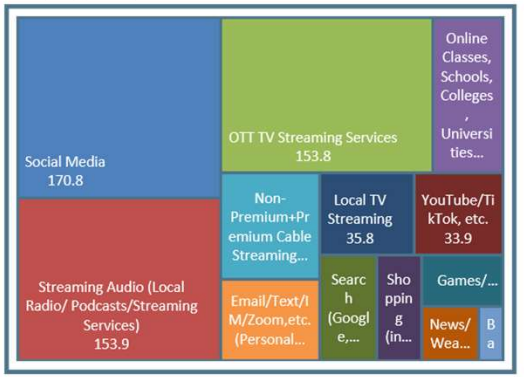
52,982 or 77.1% of Adults 18 or older who Listened to WQOL-FM in the past 7 days use Ad-Supported Social Media for an average of 124.4 minutes every day representing 17.1% of all time spent daily with Ad-Supported Digital Media.

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

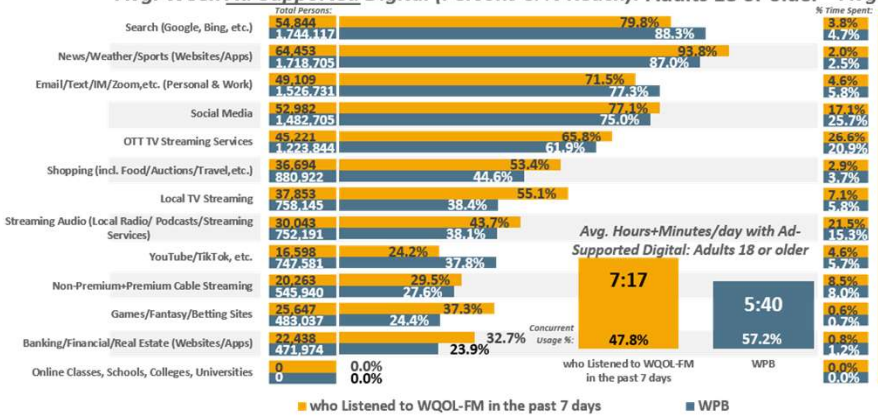


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

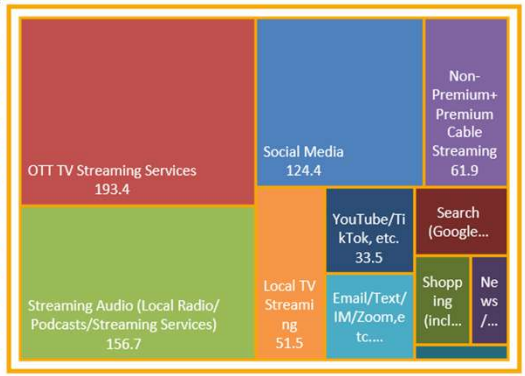


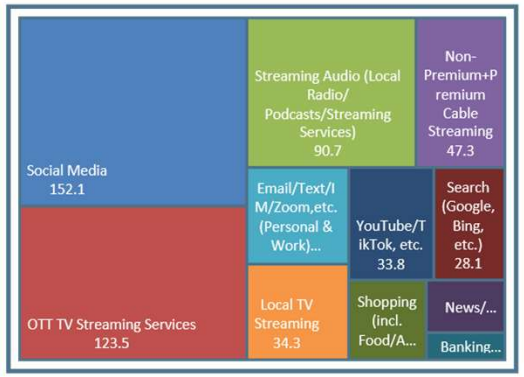


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





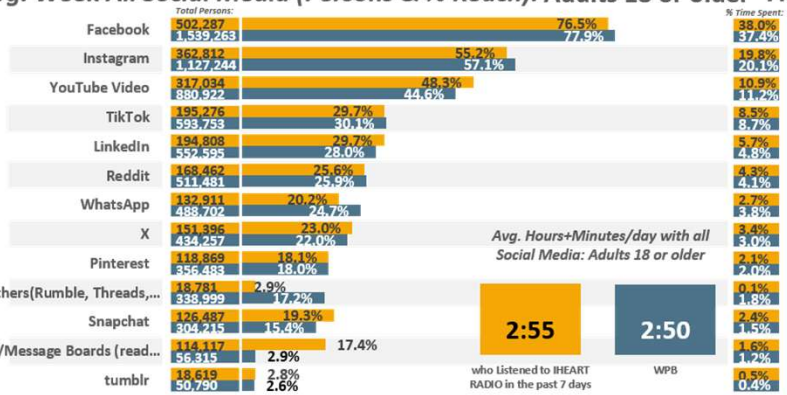
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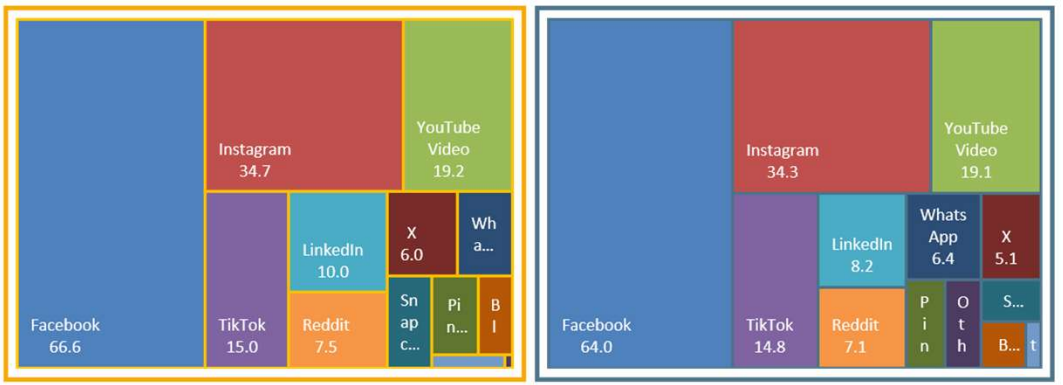
(Radio Stations: WQOL-FM)

502,287 or 76.5% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 61.7 minutes every day representing 39.4% of all time spent daily with Ad-Supported Social Media.

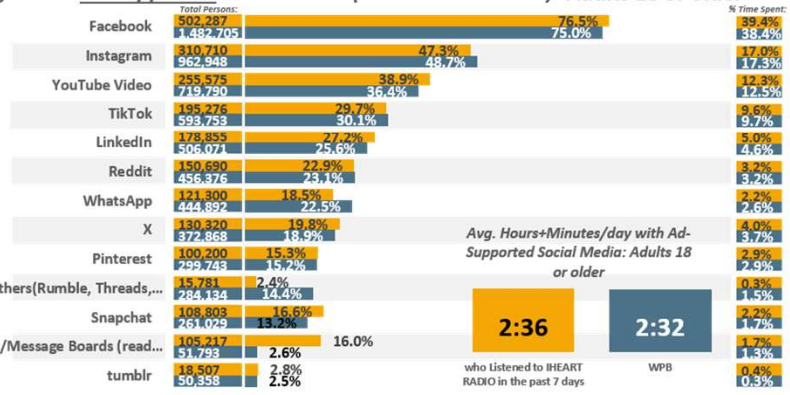
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



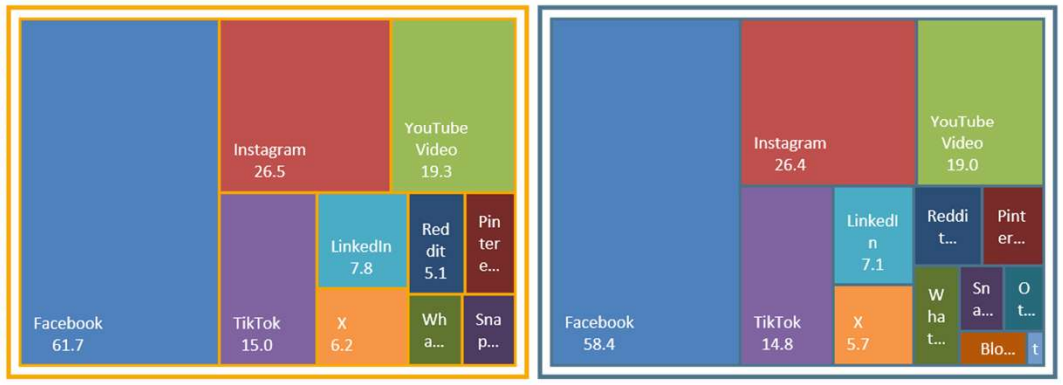
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 866

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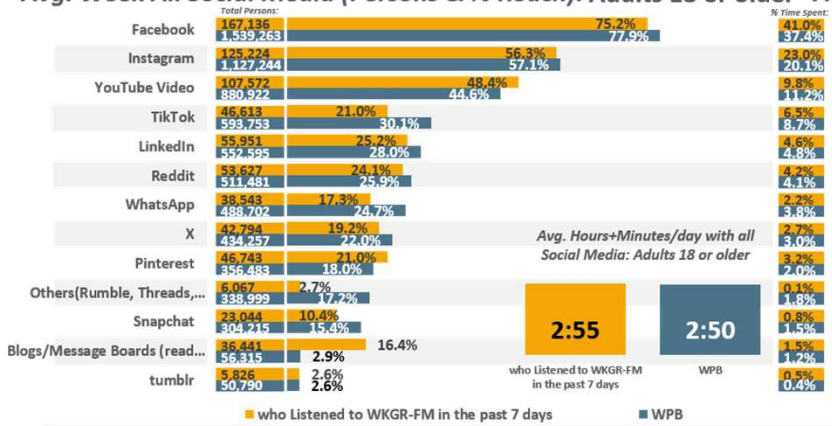
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

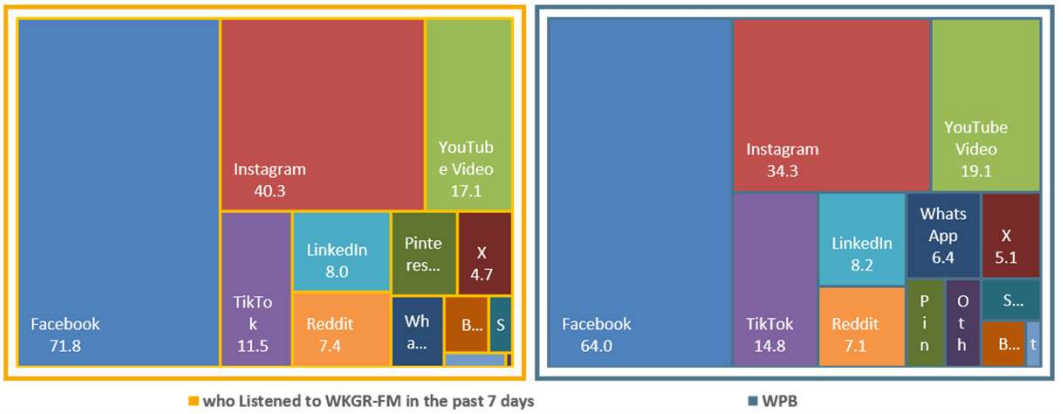
GATER 98.7fm

167,136 or 75.2% of Adults 18 or older who Listened to WKGR-FM in the past 7 days use Ad-Supported Facebook for an average of 65.5 minutes every day representing 42.2% of all time spent daily with Ad-Supported Social Media.

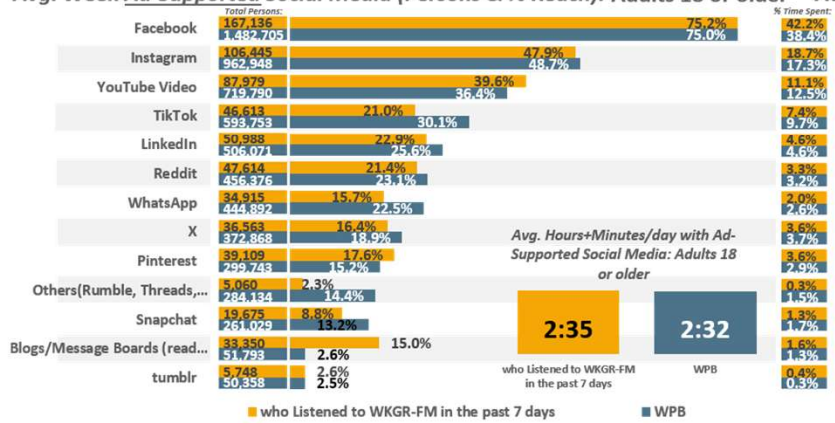
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



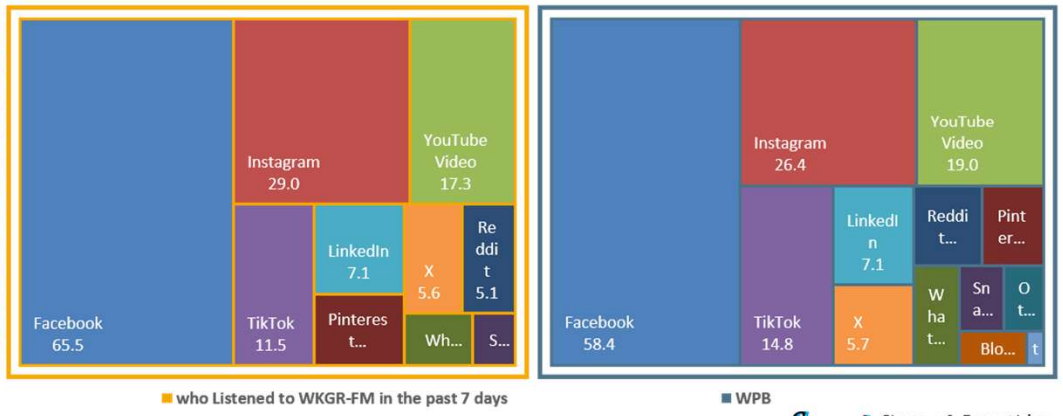
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

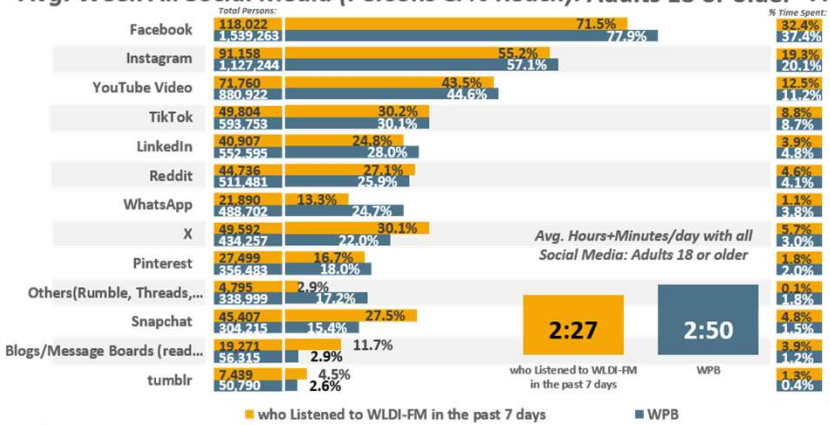
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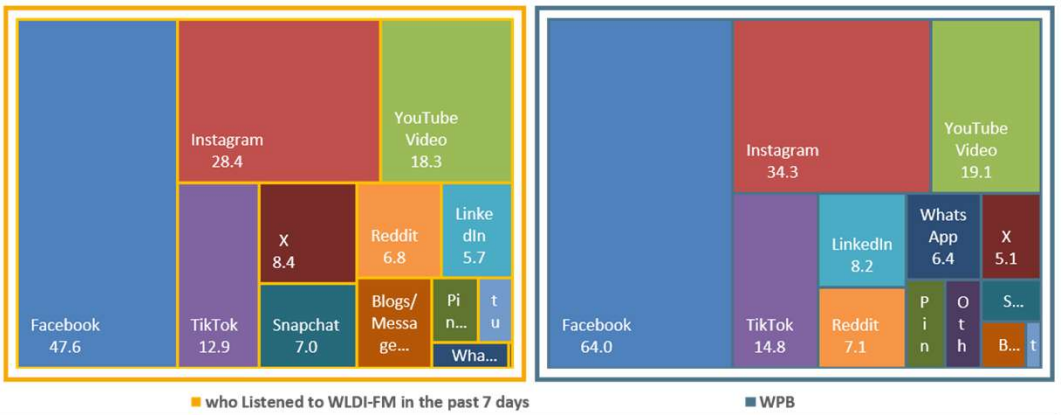
(Radio Stations: WKGR-FM)

118,022 or 71.5% of Adults 18 or older who Listened to WLDI-FM in the past 7 days use Ad-Supported Facebook for an average of 46.3 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

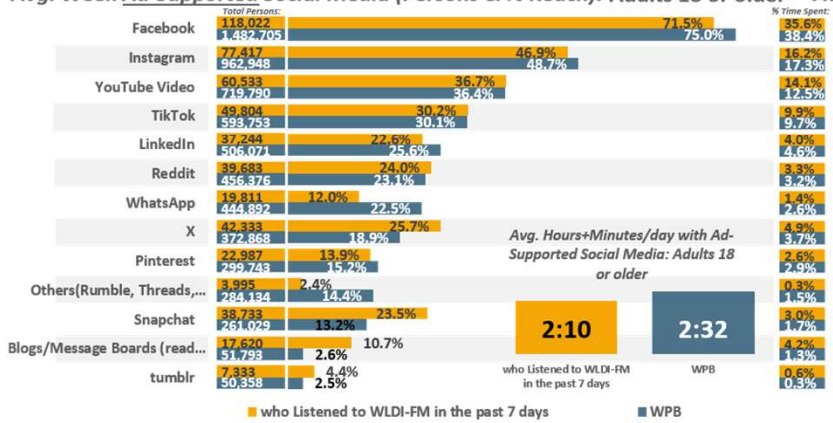
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



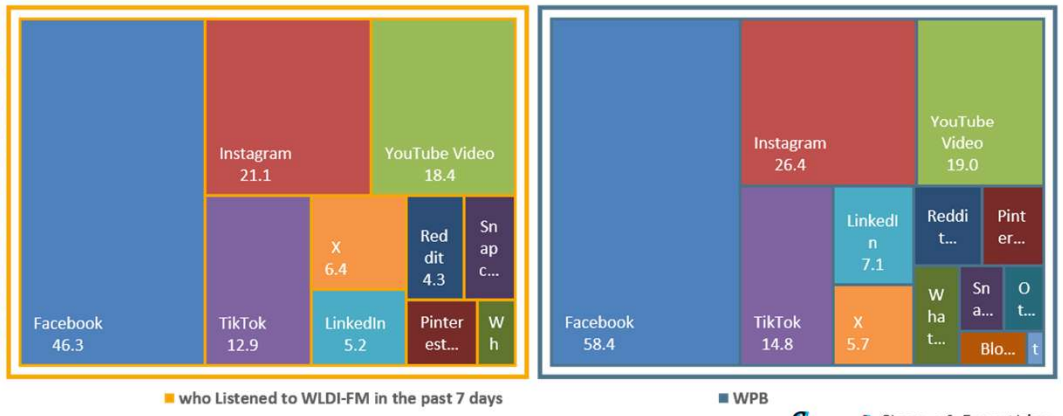
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 212

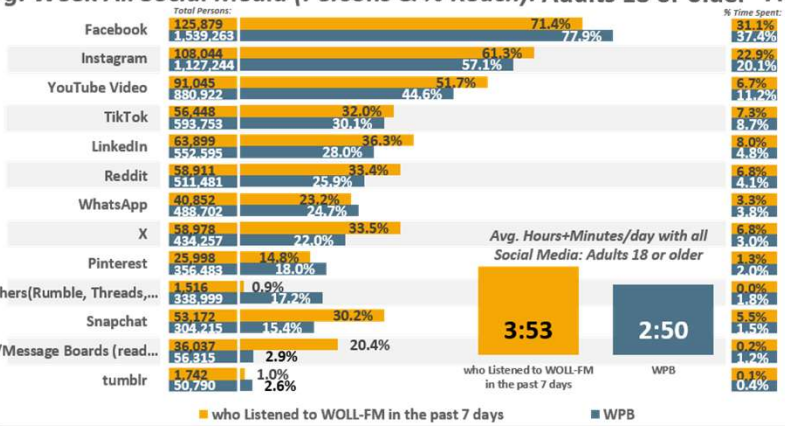
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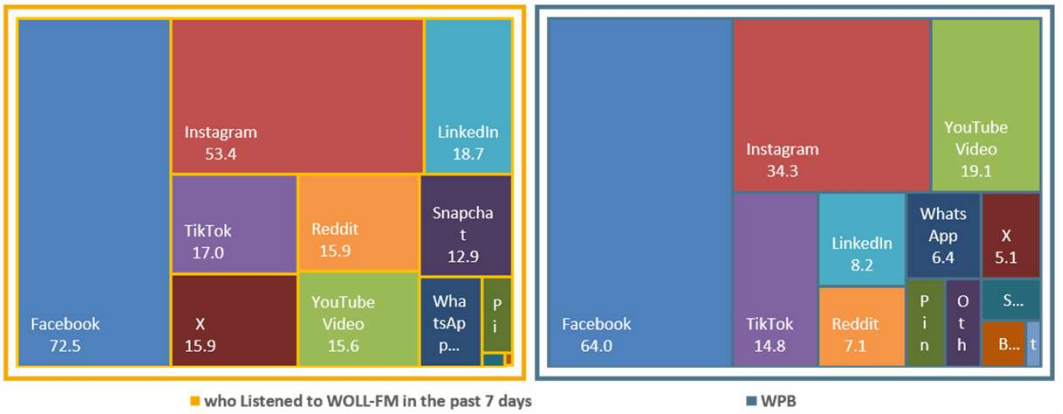
(Radio Stations: WLDI-FM)

125,879 or 71.4% of Adults 18 or older who Listened to WOLL-FM in the past 7 days use Ad-Supported Facebook for an average of 81.7 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.

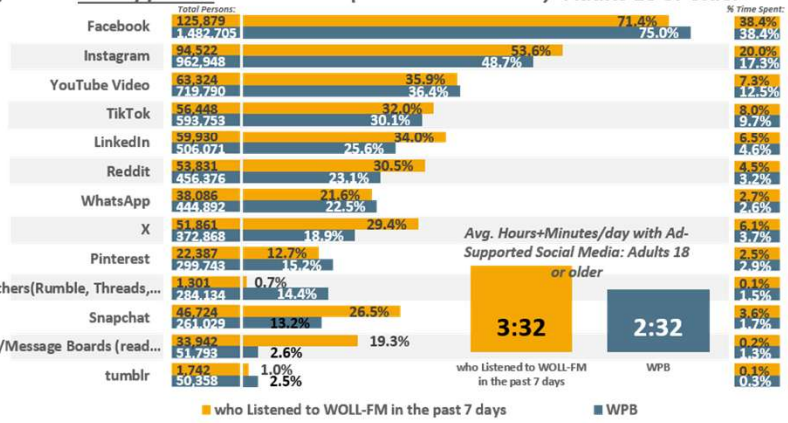
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



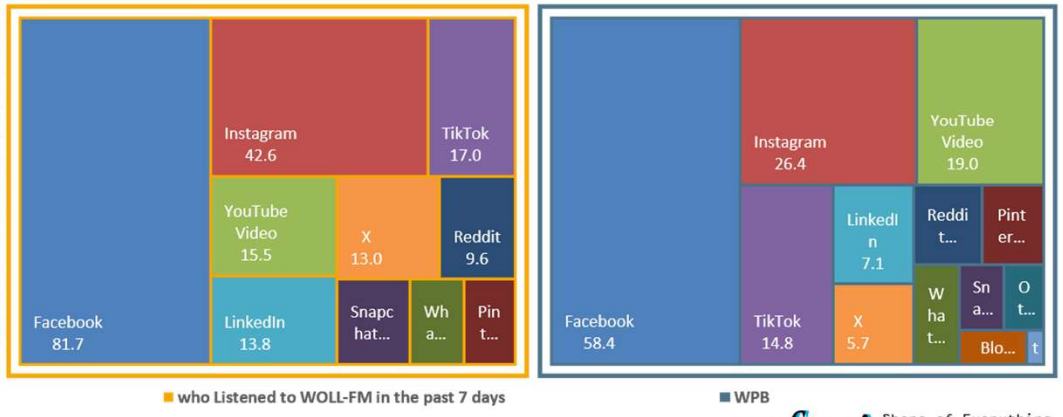
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 198

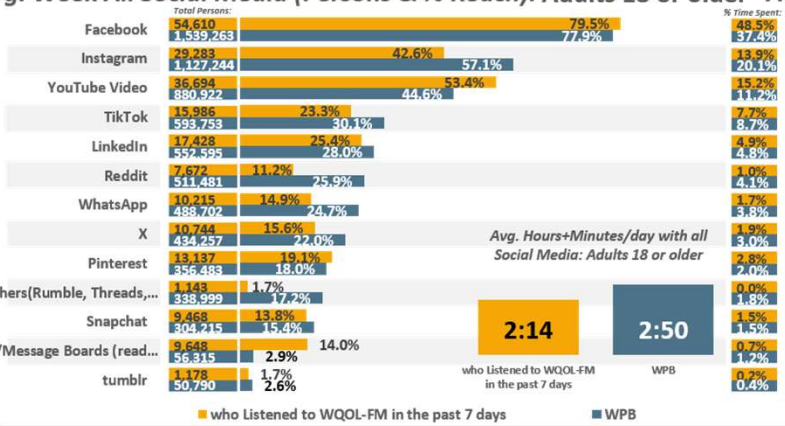
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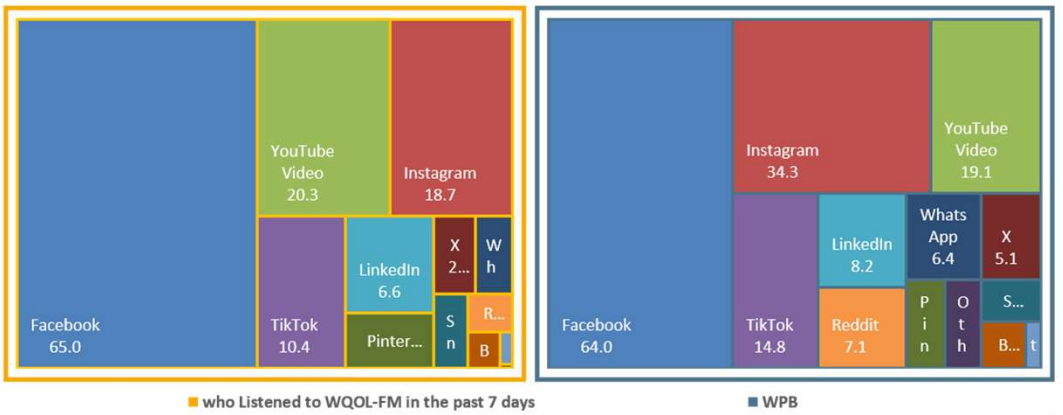
(Radio Stations: WOLL-FM)

52,982 or 77.1% of Adults 18 or older who Listened to WQOL-FM in the past 7 days use Ad-Supported Facebook for an average of 51.9 minutes every day representing 41.8% of all time spent daily with Ad-Supported Social Media.

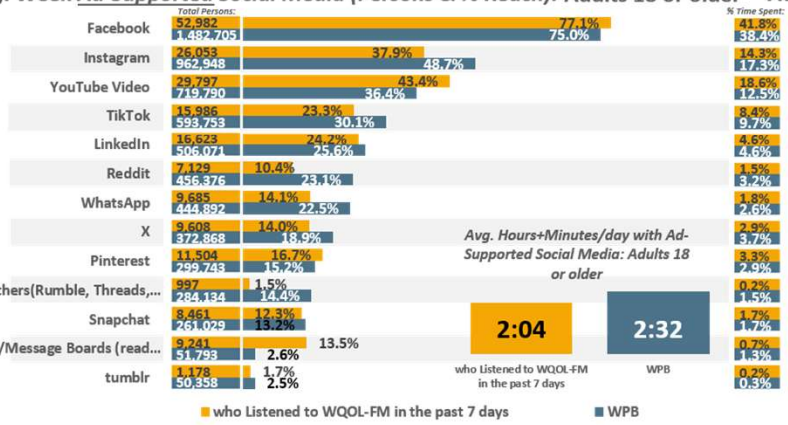
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



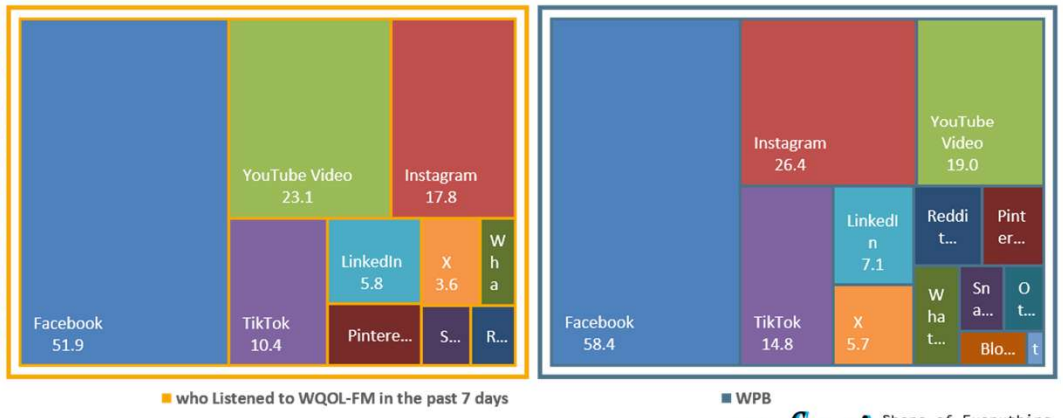
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



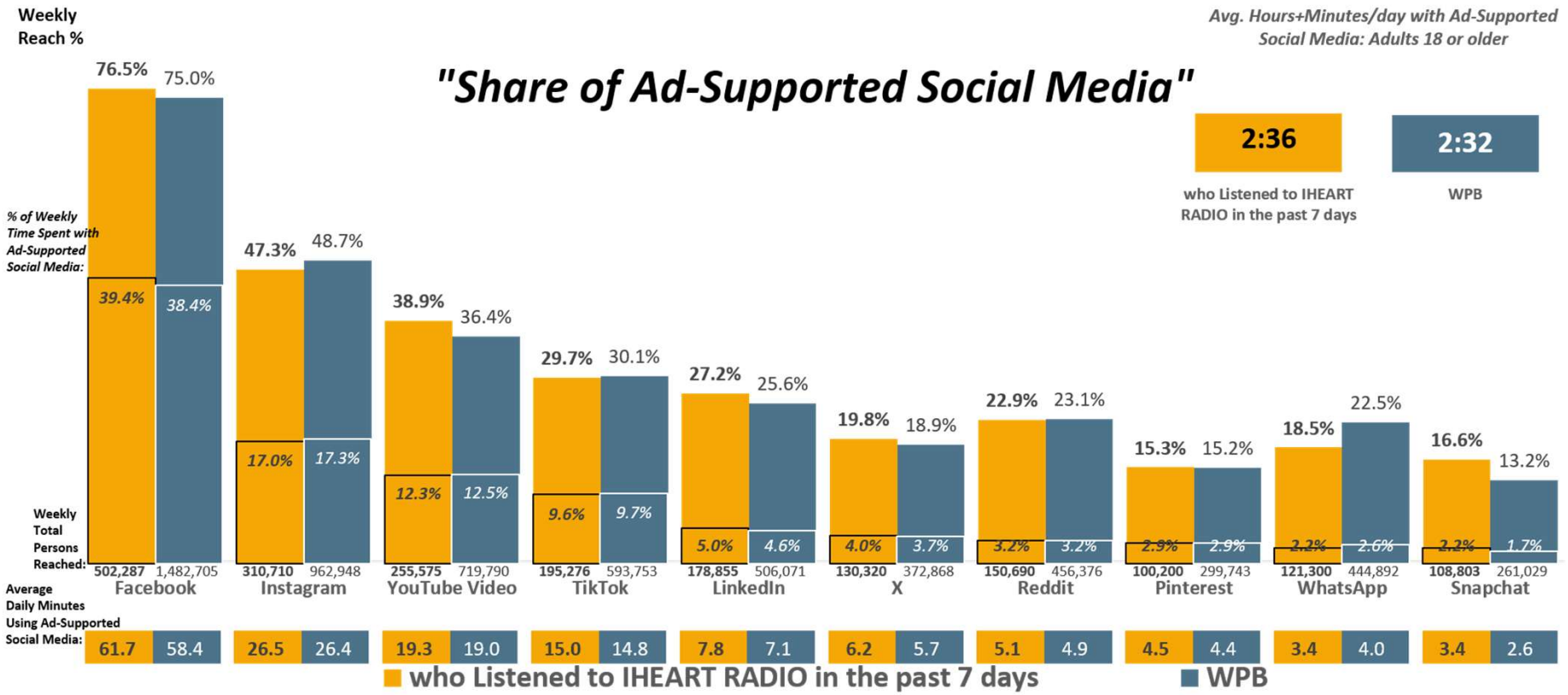
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 121

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(Radio Stations: WQOL-FM)

502,287 or 76.5% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 61.7 minutes every day representing 39.4% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 866 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

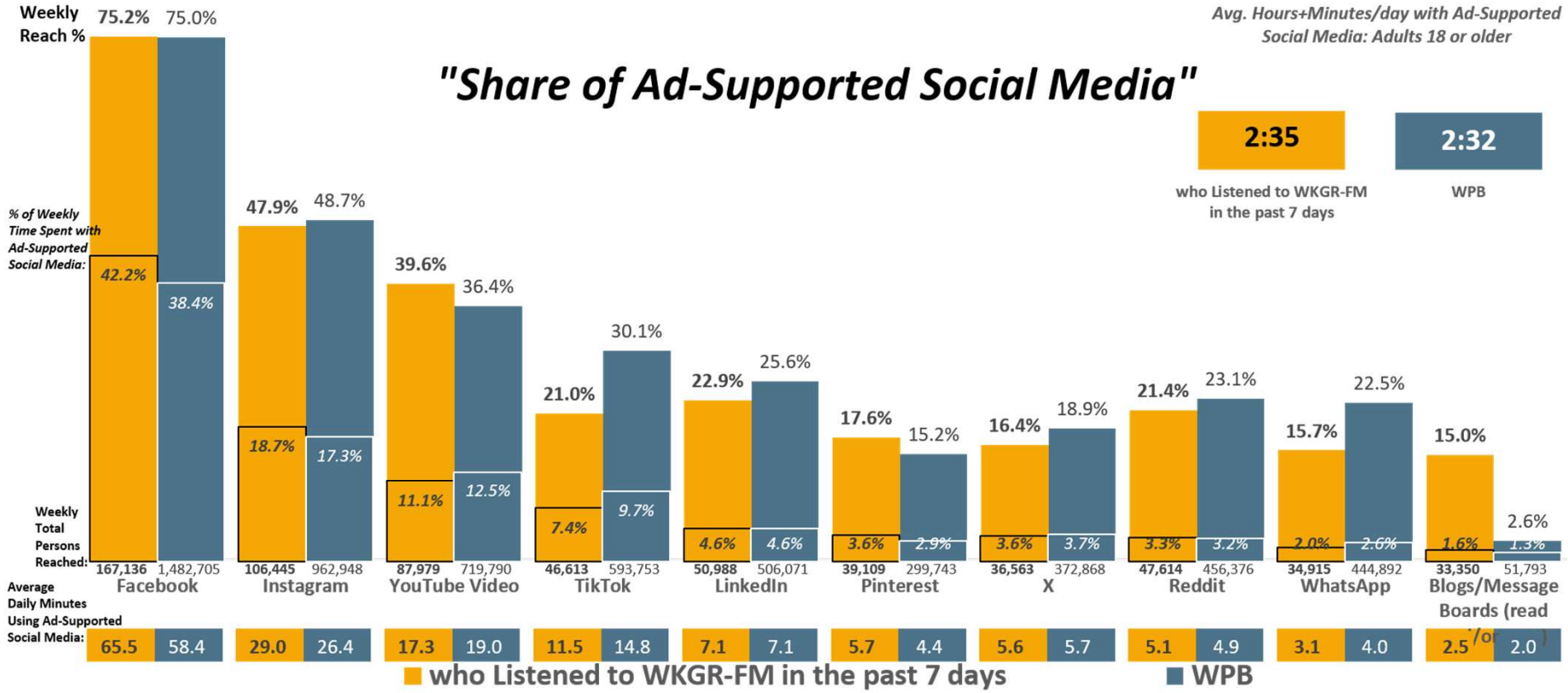
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

GATER 98.7fm

167,136 or 75.2% of Adults 18 or older who Listened to WKGR-FM in the past 7 days use Ad-Supported Facebook for an average of 65.5 minutes every day representing 42.2% of all time spent daily with Ad-Supported Social Media.



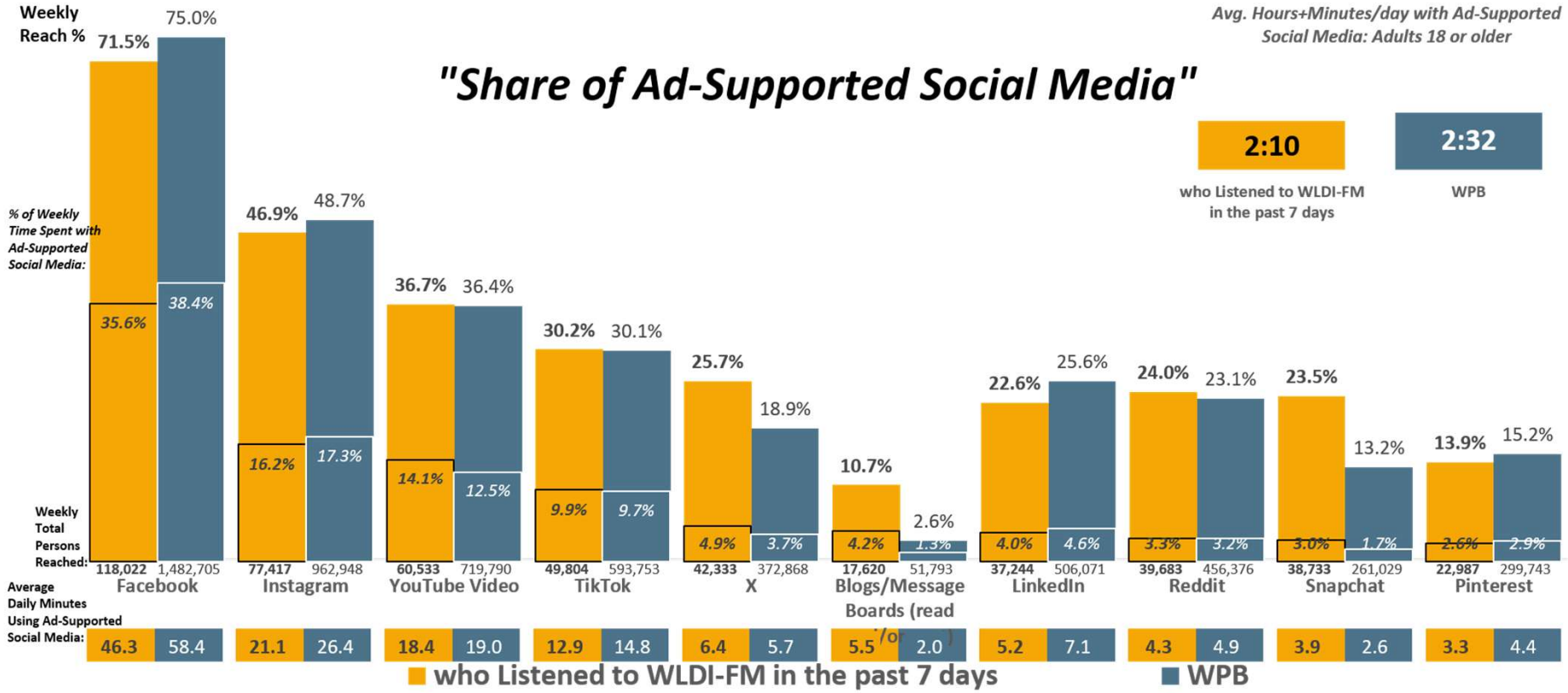
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 284 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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(Radio Stations: WKGR-FM)

118,022 or 71.5% of Adults 18 or older who Listened to WLDI-FM in the past 7 days use Ad-Supported Facebook for an average of 46.3 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.



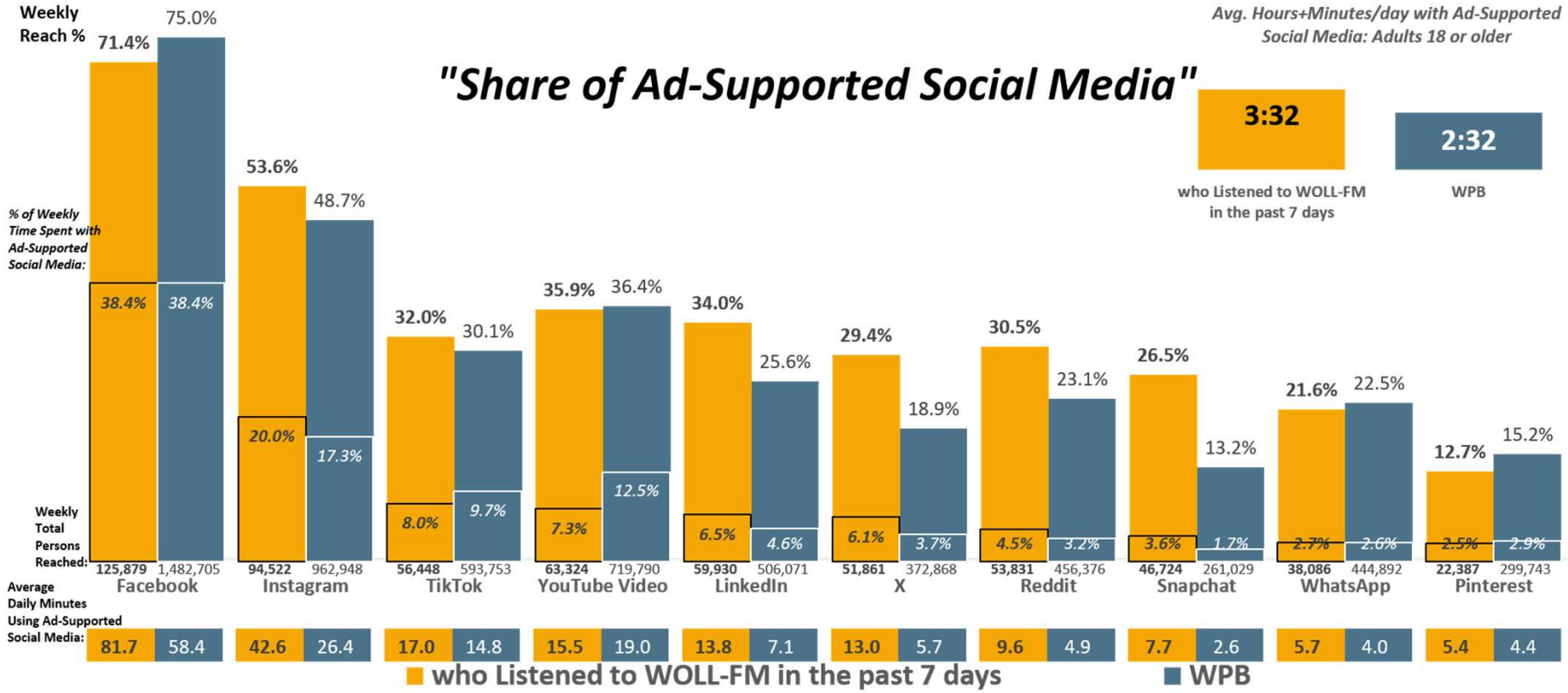
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 212 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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(Radio Stations: WLDI-FM)

125,879 or 71.4% of Adults 18 or older who Listened to WOLL-FM in the past 7 days use Ad-Supported Facebook for an average of 81.7 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.



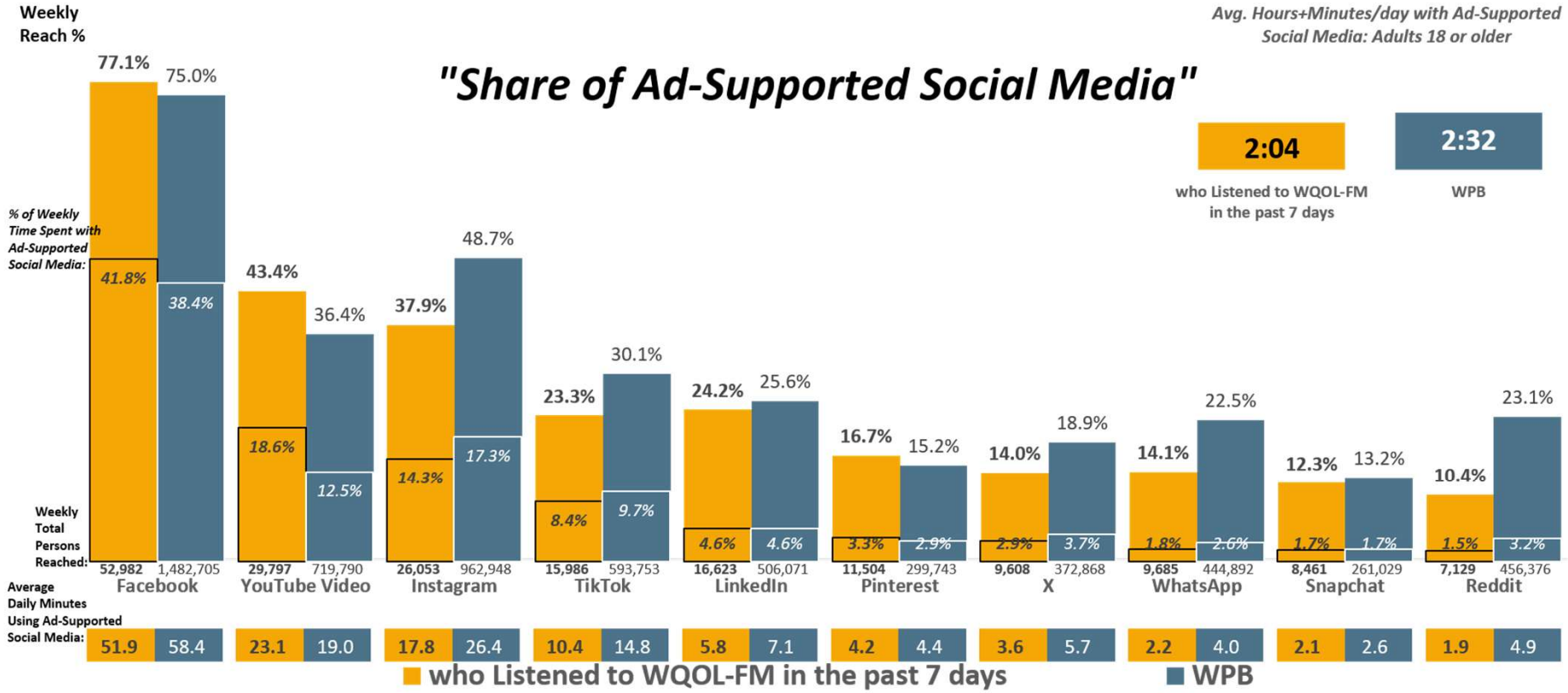
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 198 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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(Radio Stations: WOLL-FM)

52,982 or 77.1% of Adults 18 or older who Listened to WQOL-FM in the past 7 days use Ad-Supported Facebook for an average of 51.9 minutes every day representing 41.8% of all time spent daily with Ad-Supported Social Media.



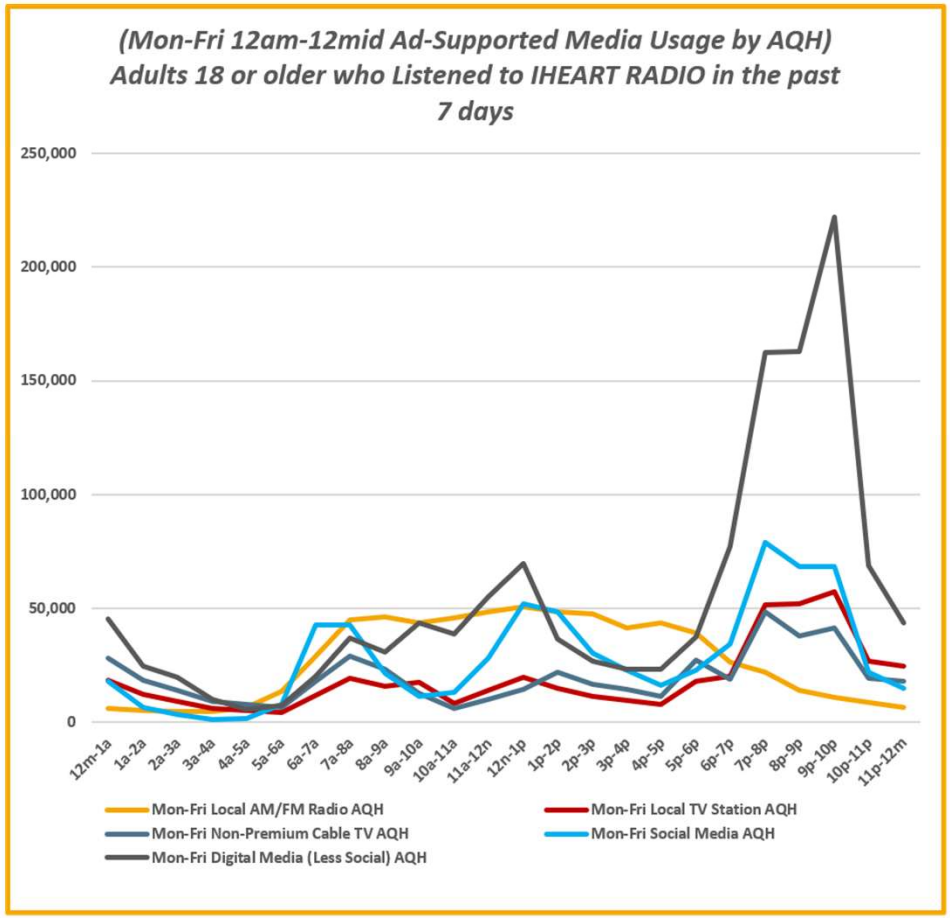
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 121 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

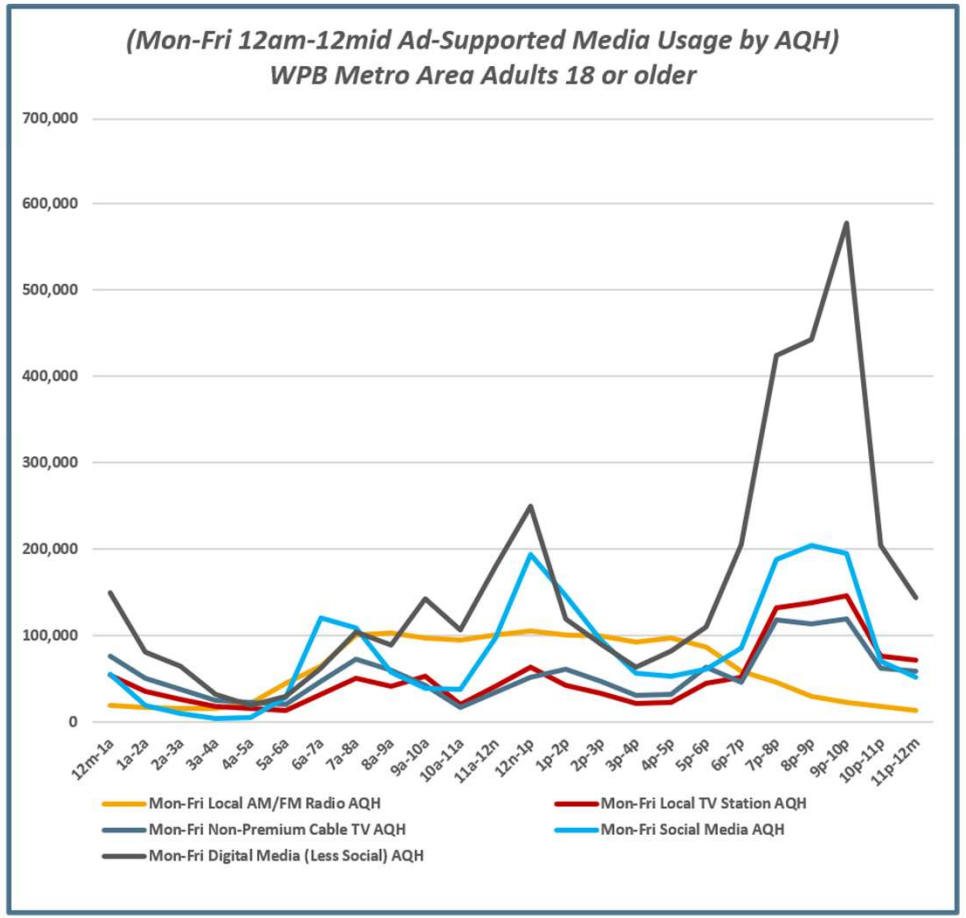
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(Radio Stations: WQOL-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 42,696; All Other Digital Media: 39,976; Social Media: 29,750; Non-Prem. Cable: 17,217; Local TV: 14,403 reaching Adults 18 or older who Listened to IHEART RADIO in the past 7 days.





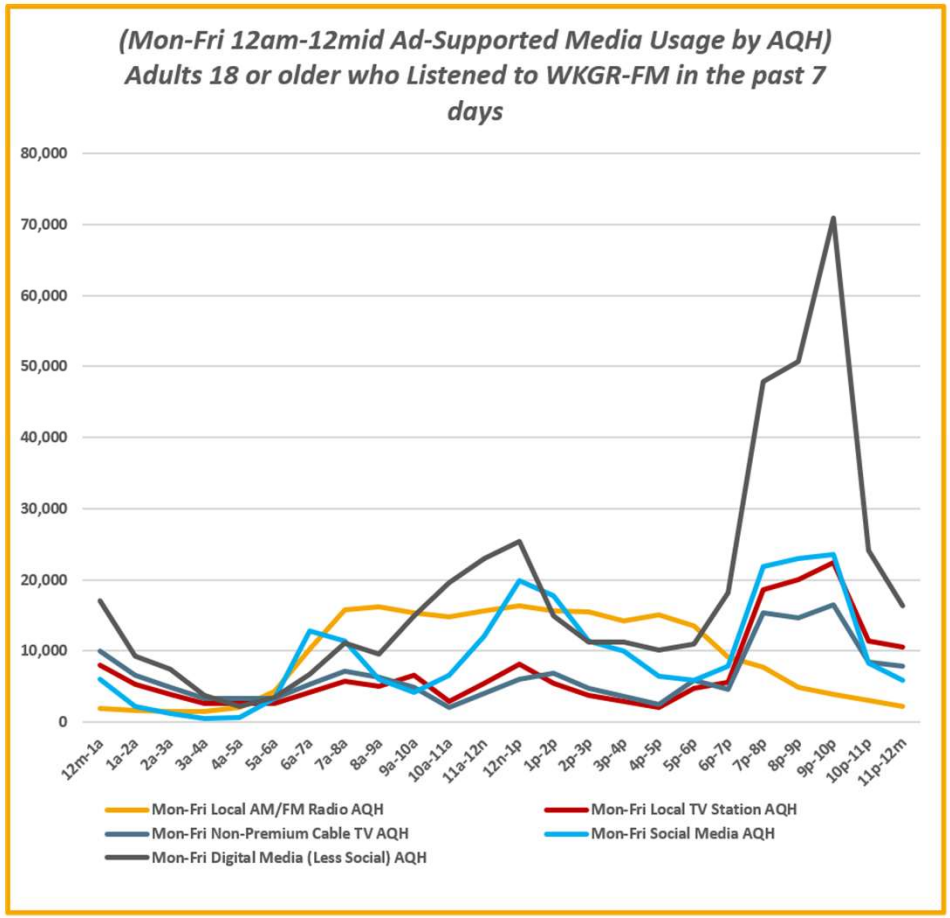
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 866

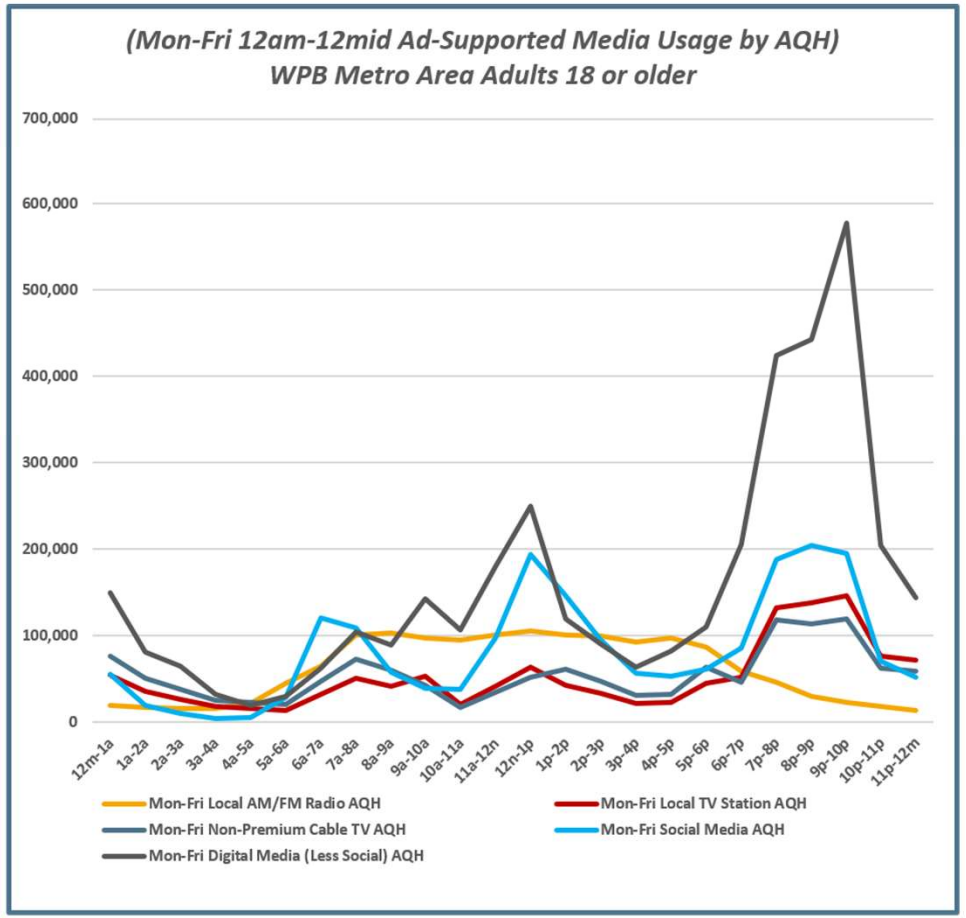
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 14,422; All Other Digital Media: 14,387; Social Media: 10,163; Non-Prem. Cable: 4,920; Local TV: 4,818 reaching Adults 18 or older who Listened to WKGR-FM in the past 7 days.





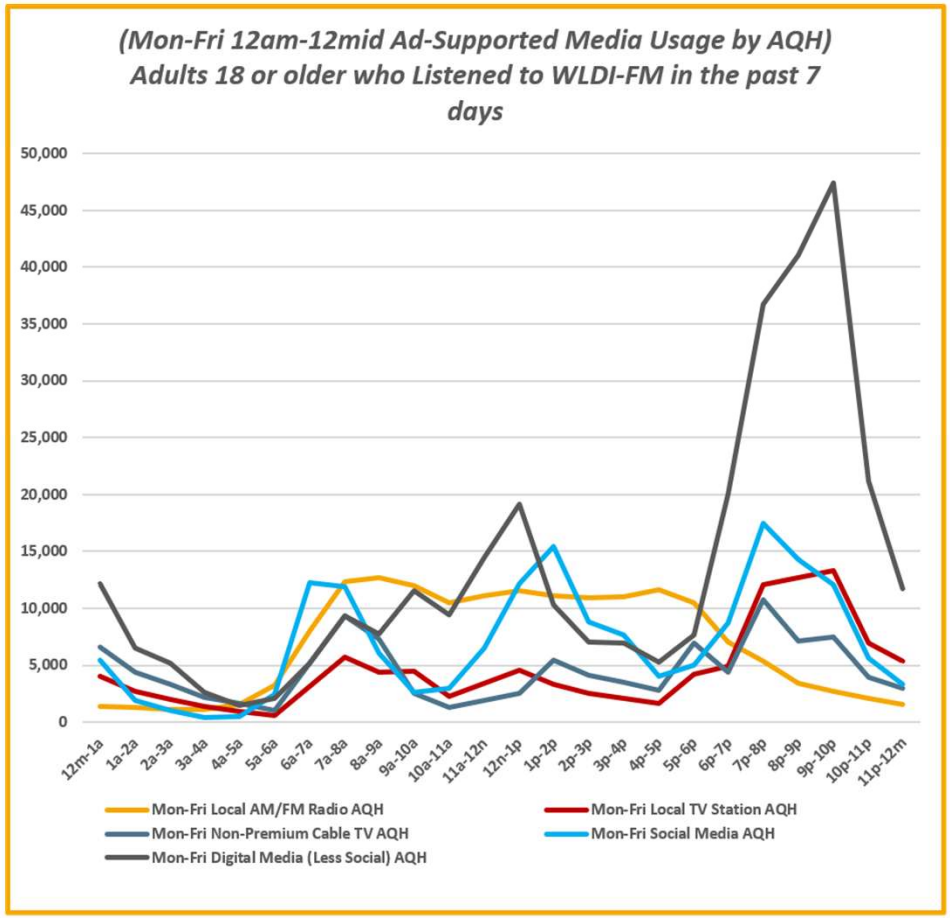
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

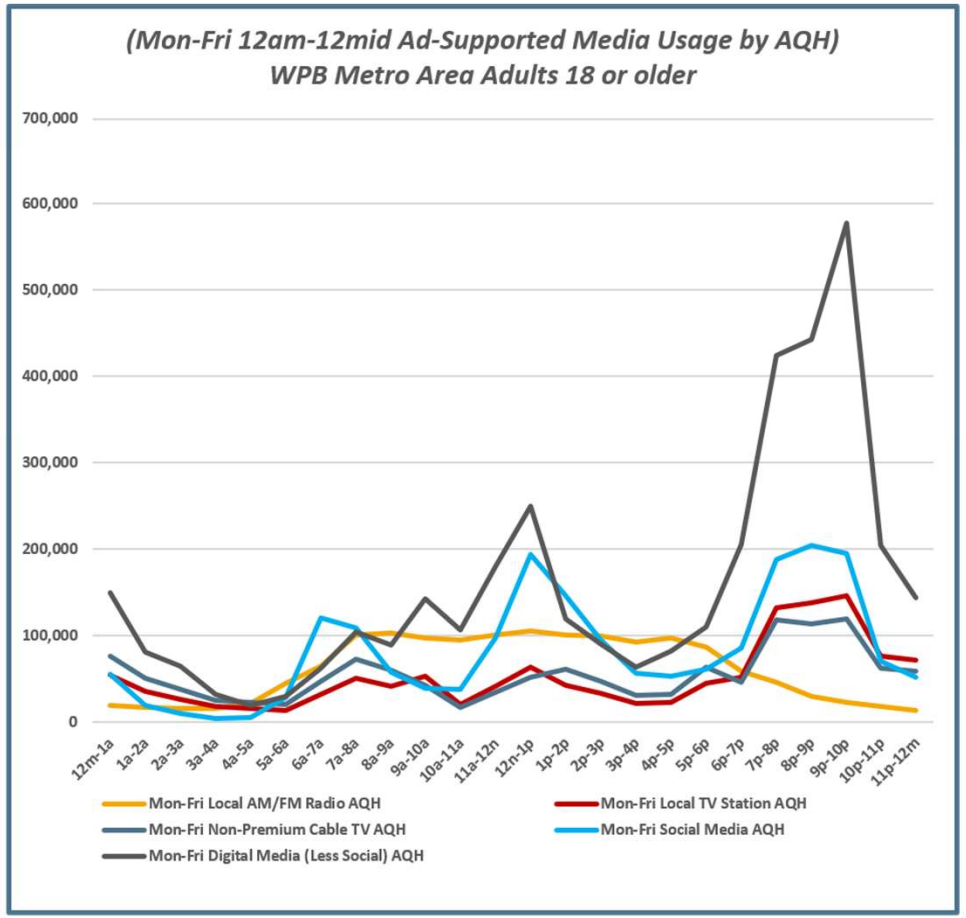
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(Radio Stations: WKGR-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 10,788; All Other Digital Media: 10,316; Social Media: 8,004; Non-Prem. Cable: 4,399; Local TV: 3,595 reaching Adults 18 or older who Listened to WLDI-FM in the past 7 days.





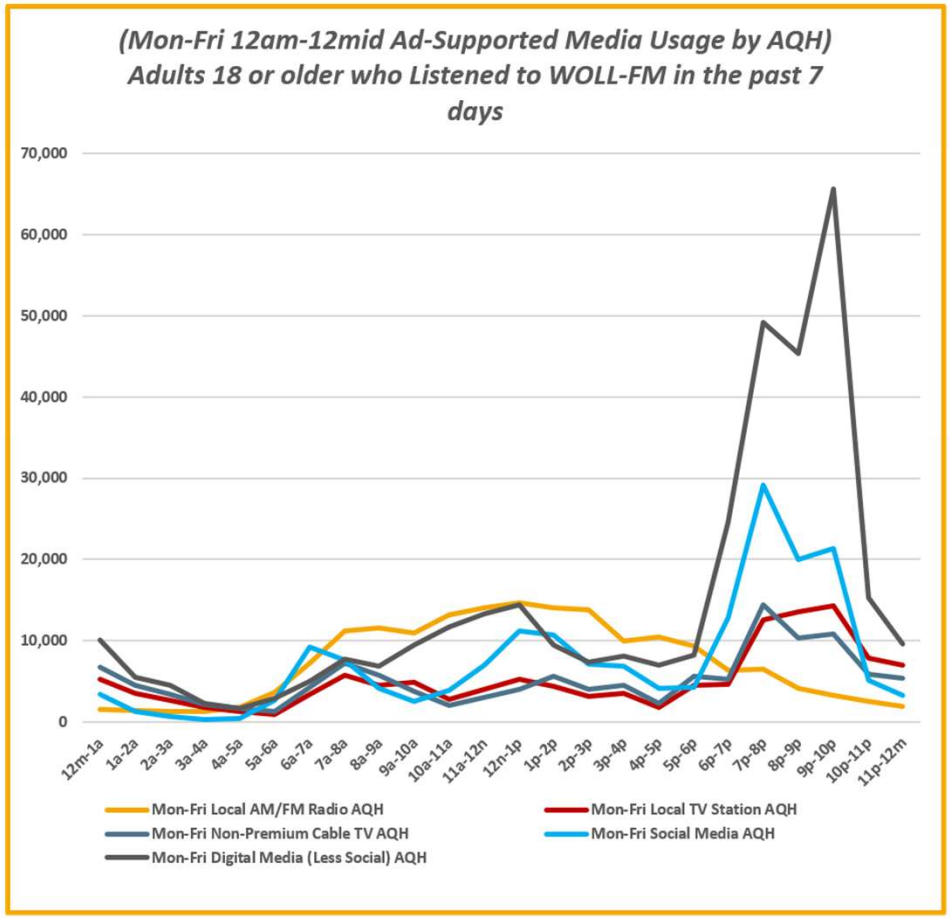
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 212

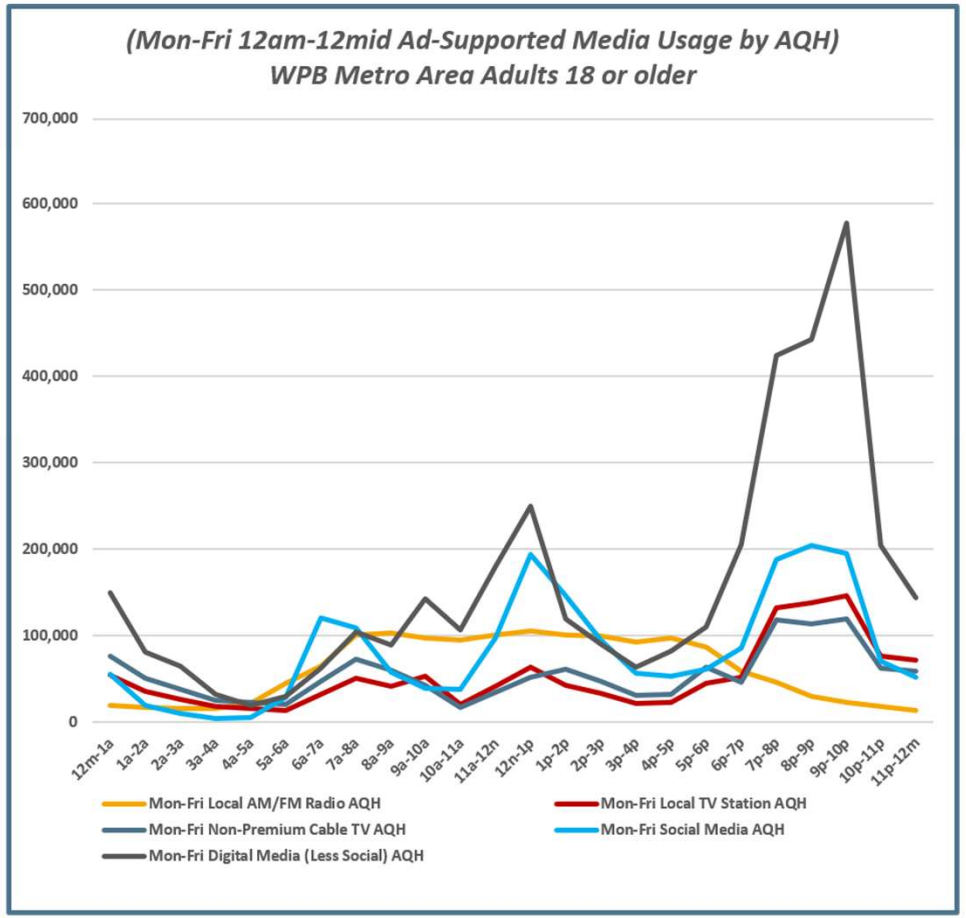
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(Radio Stations: WLDI-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 11,298; All Other Digital Media: 10,276; Social Media: 7,045; Non-Prem. Cable: 4,447; Local TV: 4,064 reaching Adults 18 or older who Listened to WOLL-FM in the past 7 days.





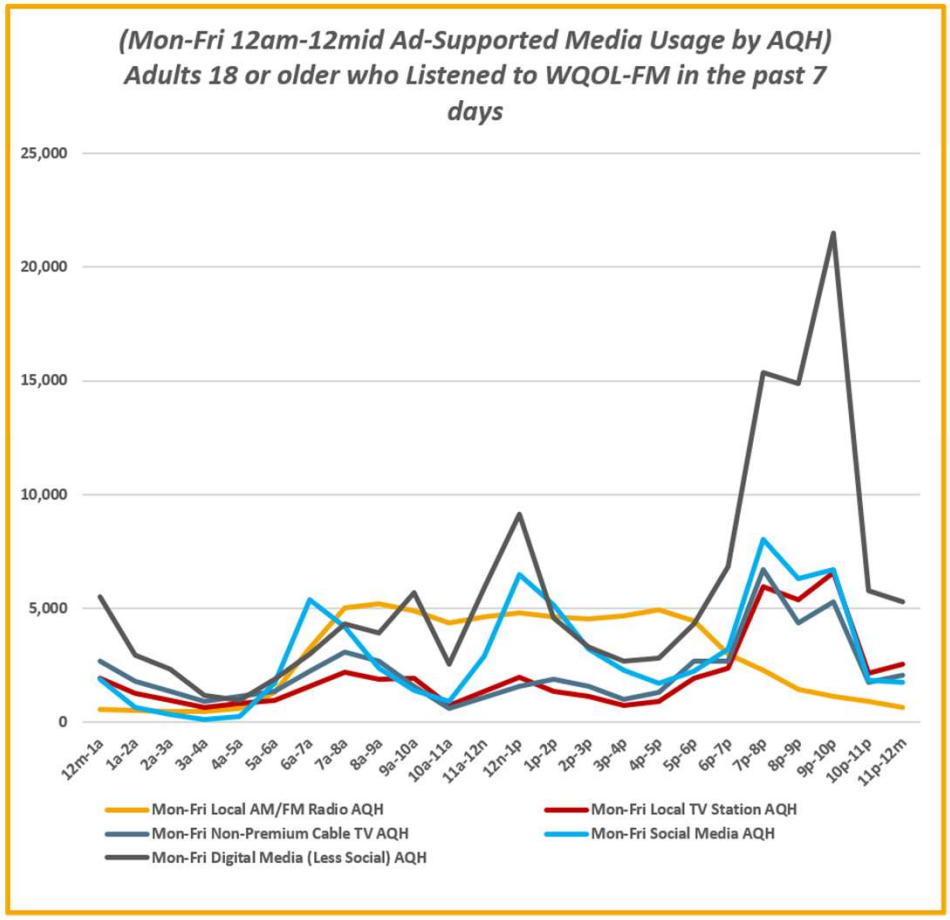
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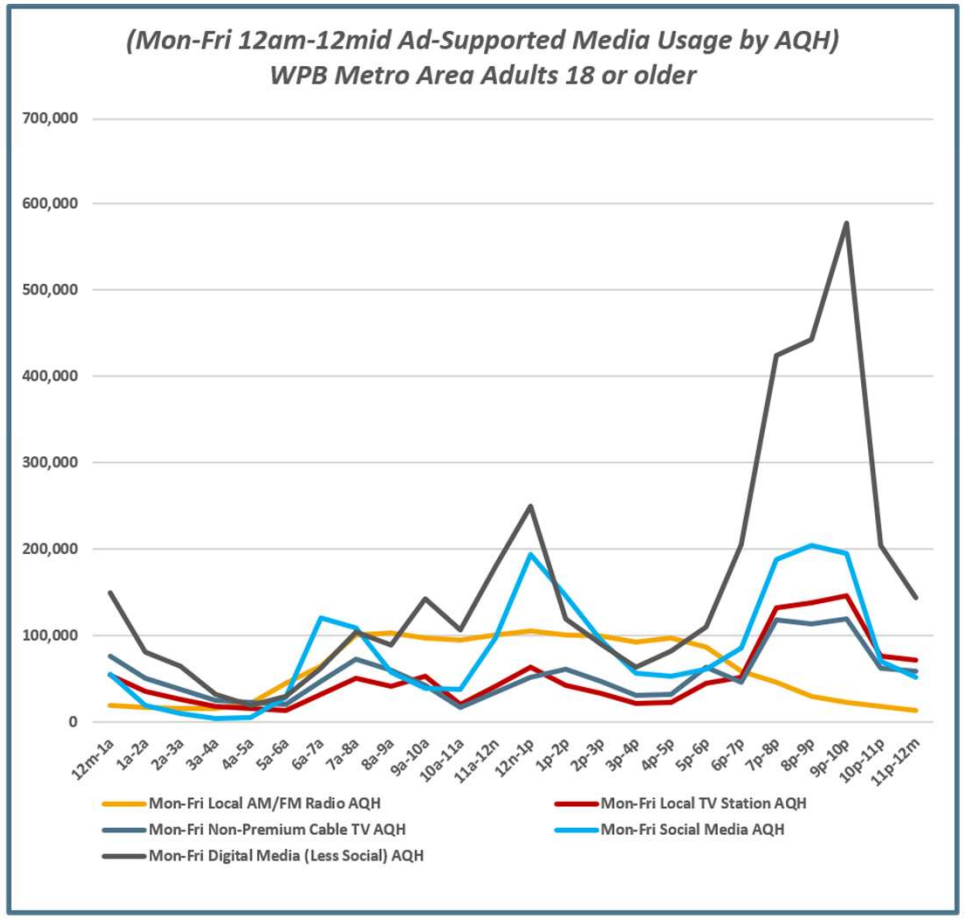
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(Radio Stations: WOLL-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,537; Local Radio: 4,490; Social Media: 3,185; Non-Prem. Cable: 1,842; Local TV: 1,548 reaching Adults 18 or older who Listened to WQOL-FM in the past 7 days.





WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 121

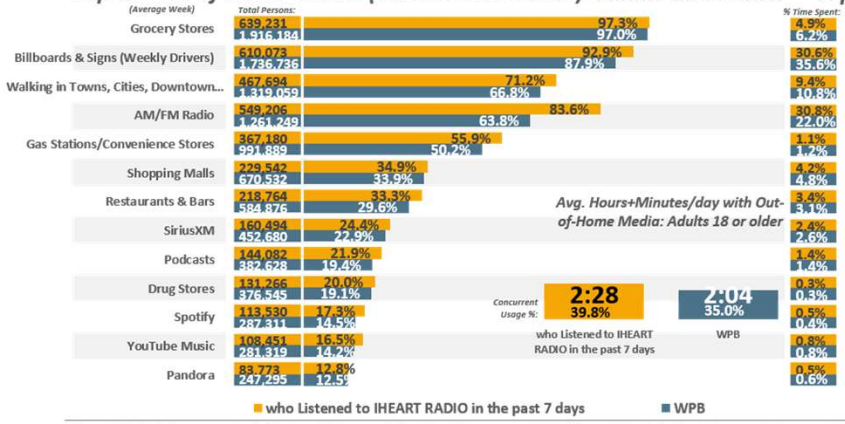
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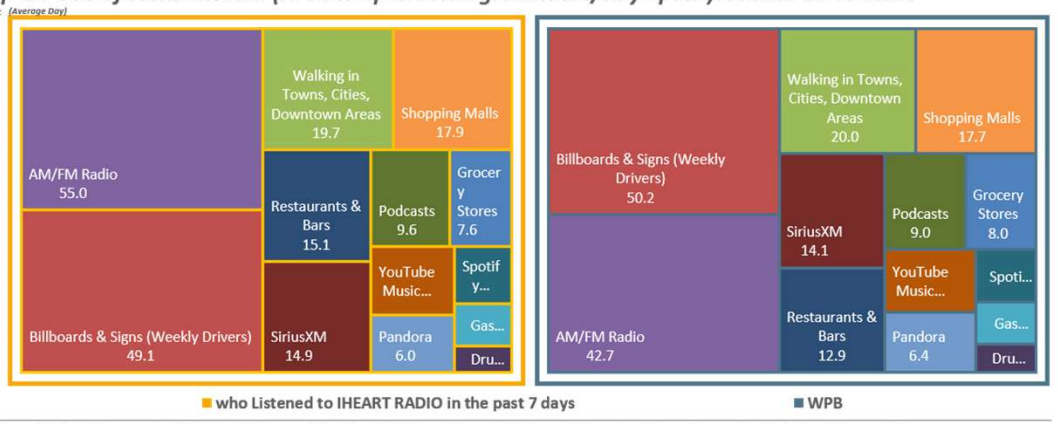
(Radio Stations: WQOL-FM)

610,073 or 92.9% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 49.1 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 51.8 minutes/day.

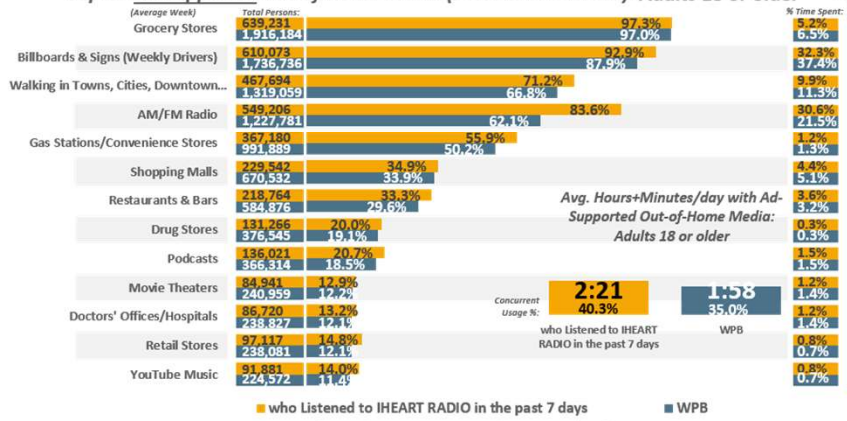
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



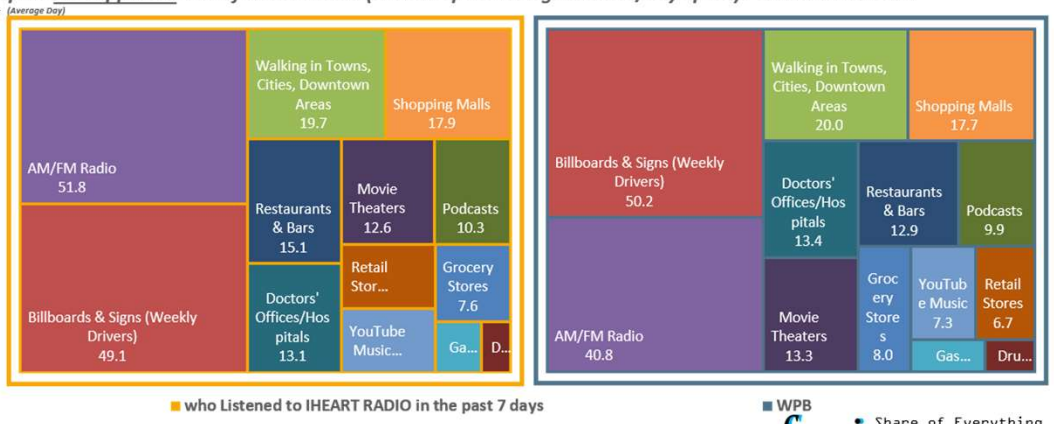
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 866

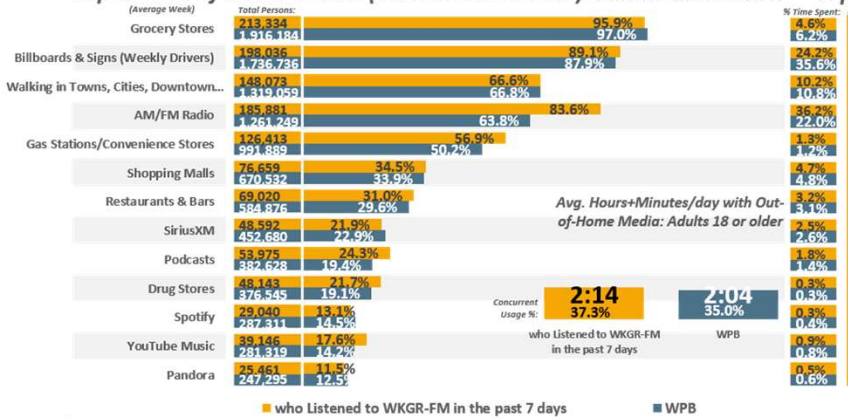
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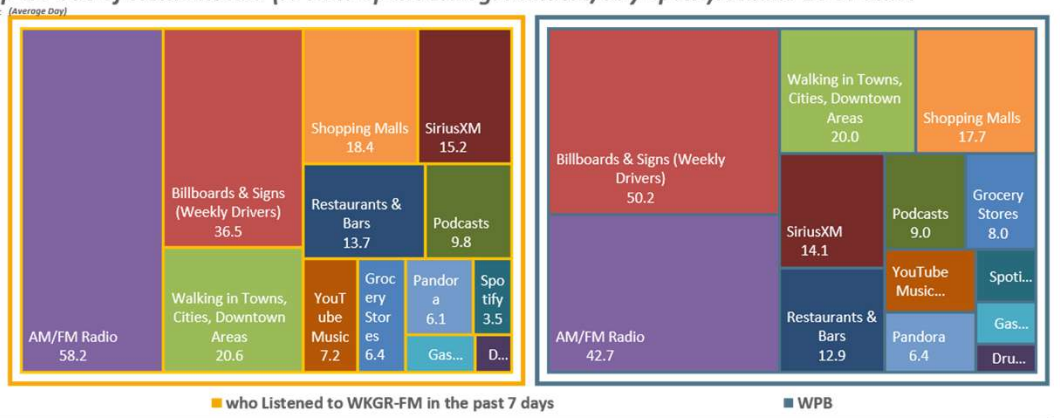
(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

198,036 or 89.1% of Adults 18 or older who Listened to WKGR-FM in the past 7 days spend an average of 36.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 52.9 minutes/day.

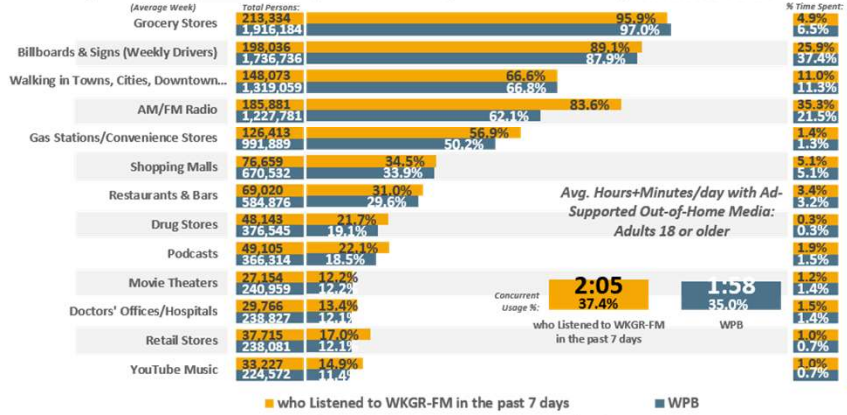
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



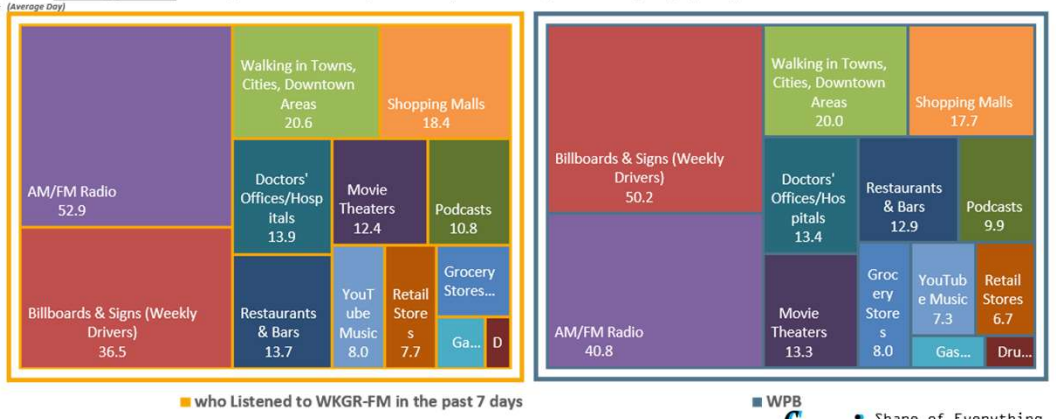
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

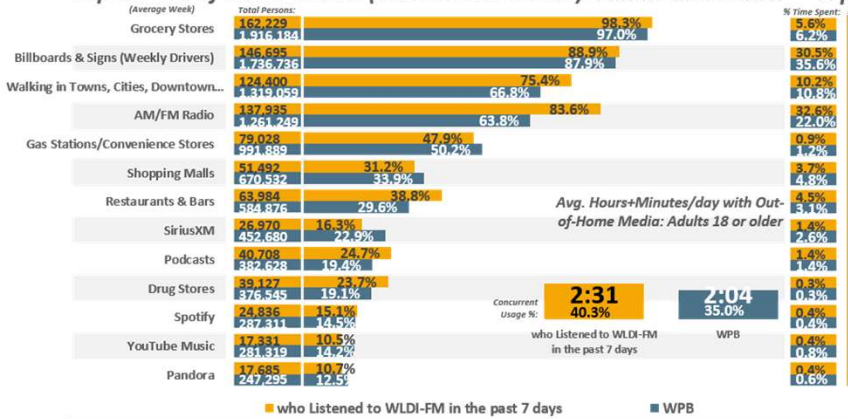
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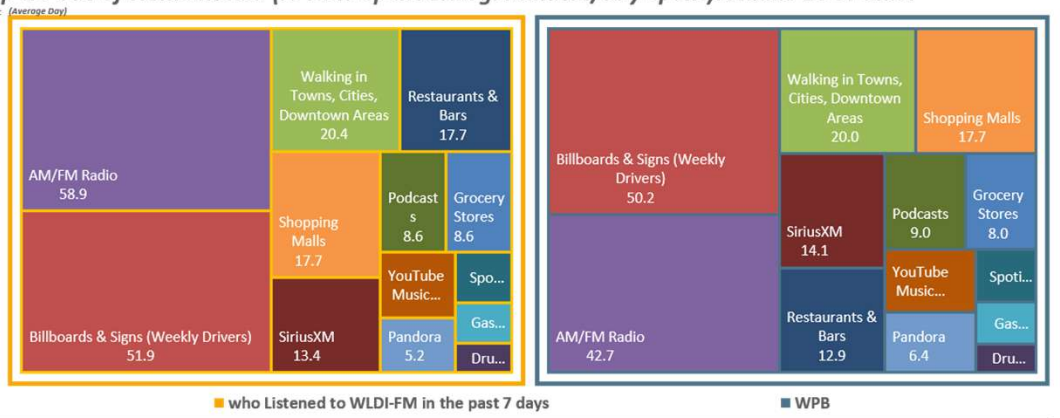
(Radio Stations: WKGR-FM)

146,695 or 88.9% of Adults 18 or older who Listened to WLDI-FM in the past 7 days spend an average of 51.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 55.6 minutes/day.

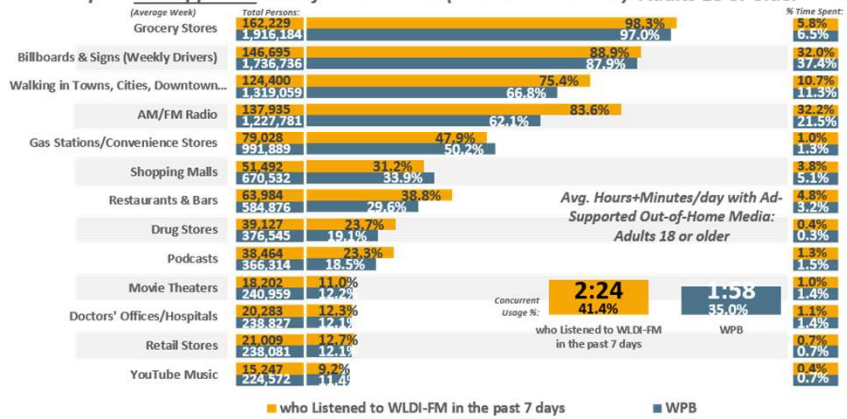
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



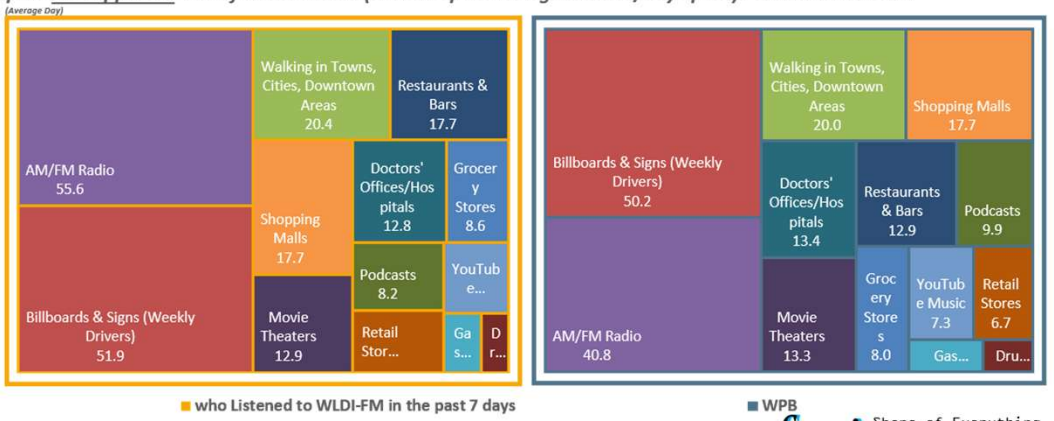
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 212

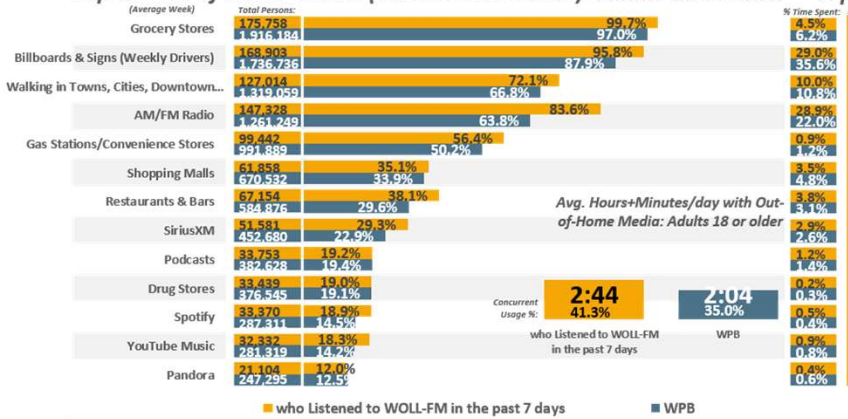
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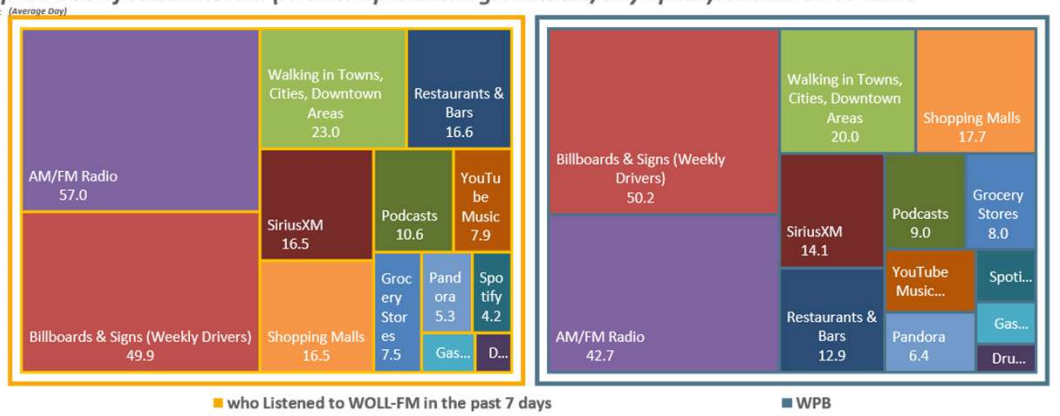
(Radio Stations: WLDI-FM)

168,903 or 95.8% of Adults 18 or older who Listened to WOLL-FM in the past 7 days spend an average of 49.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 53.1 minutes/day.

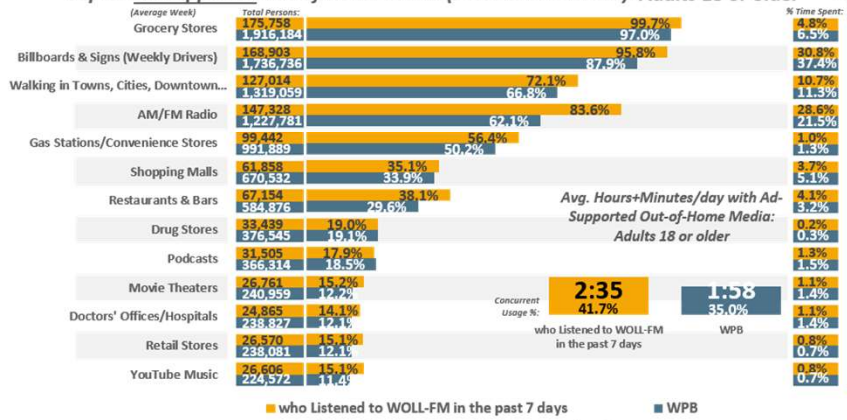
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



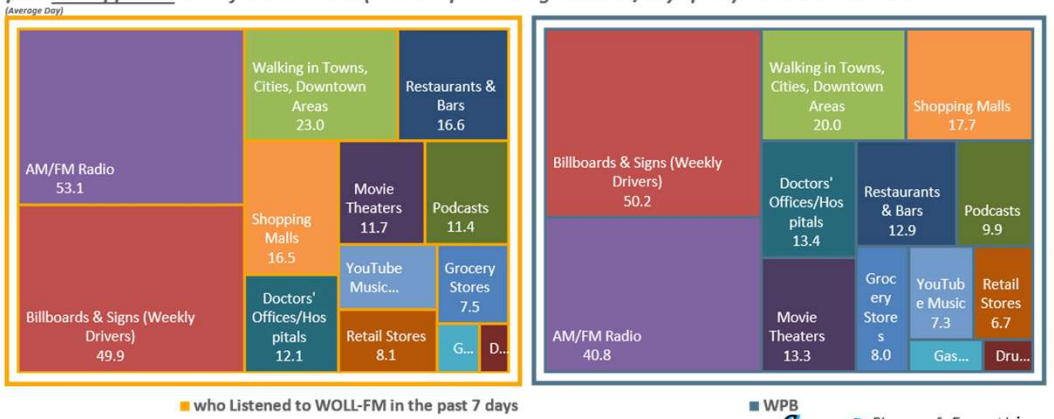
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 198

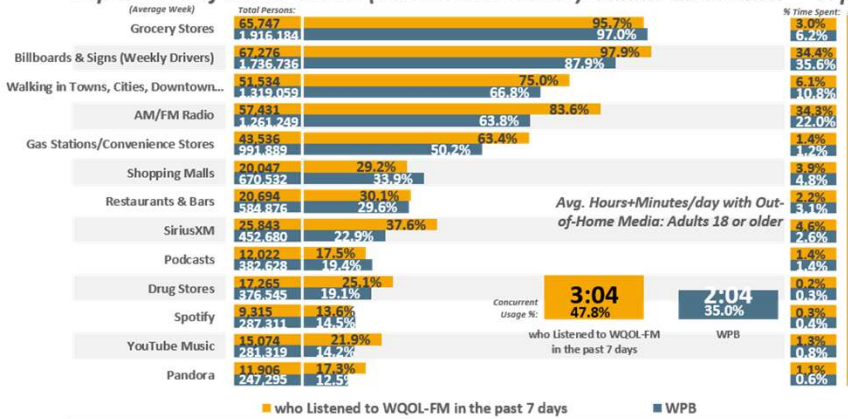
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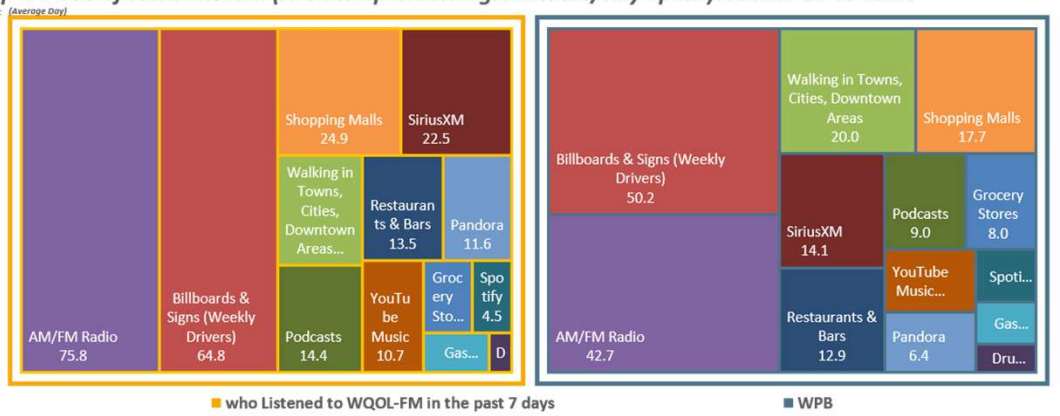
(Radio Stations: WOLL-FM)

67,276 or 97.9% of Adults 18 or older who Listened to WQOL-FM in the past 7 days spend an average of 64.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 75. minutes/day.

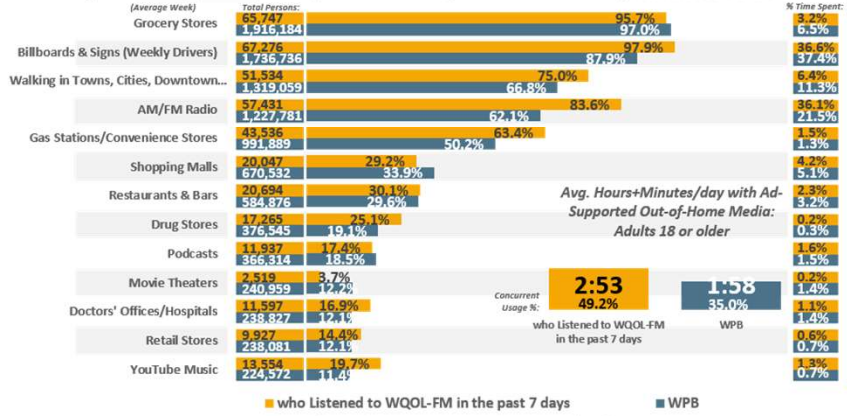
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



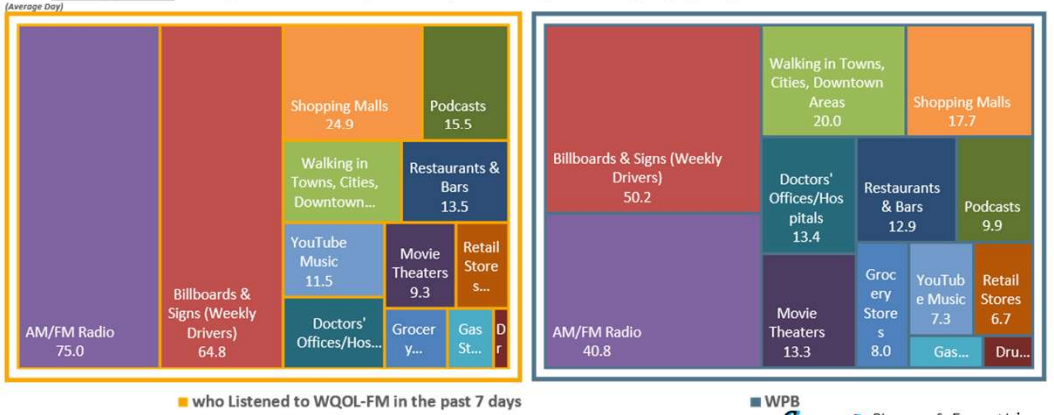
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 121

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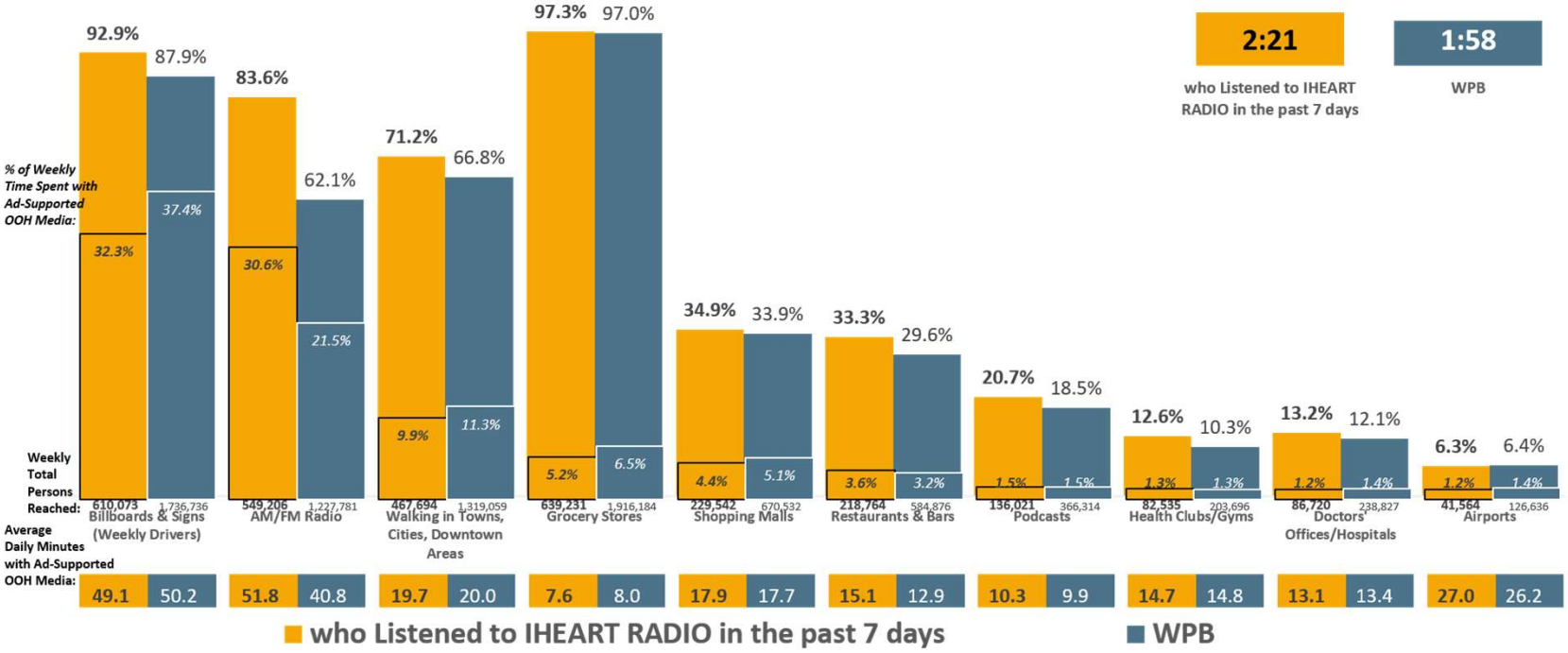
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(Radio Stations: WQOL-FM)

610,073 or 92.9% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 49.1 minutes per day driving, seeing Billboards and Signs representing 32.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 866 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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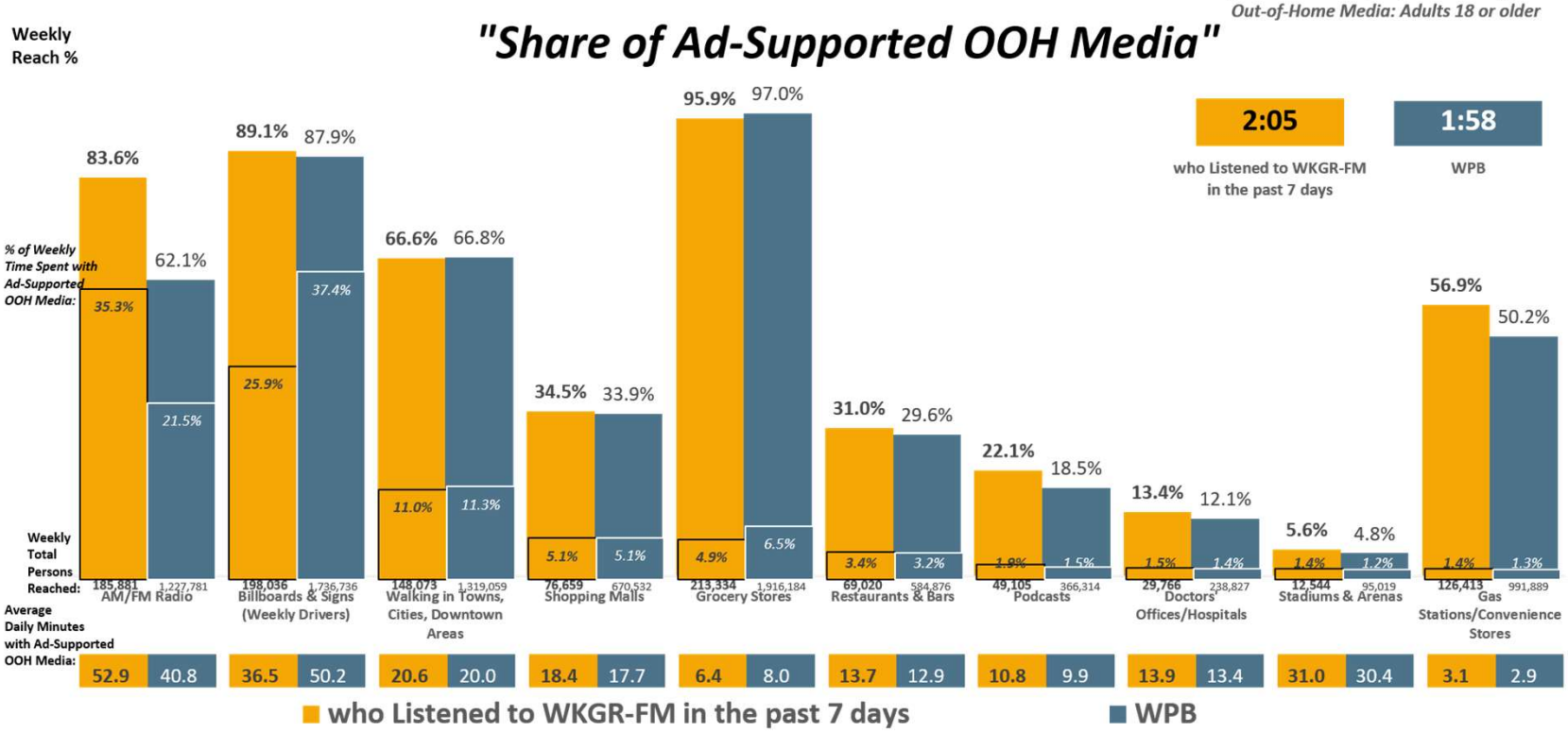
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

198,036 or 89.1% of Adults 18 or older who Listened to WKGR-FM in the past 7 days spend an average of 36.5 minutes per day driving, seeing Billboards and Signs representing 25.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 284 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

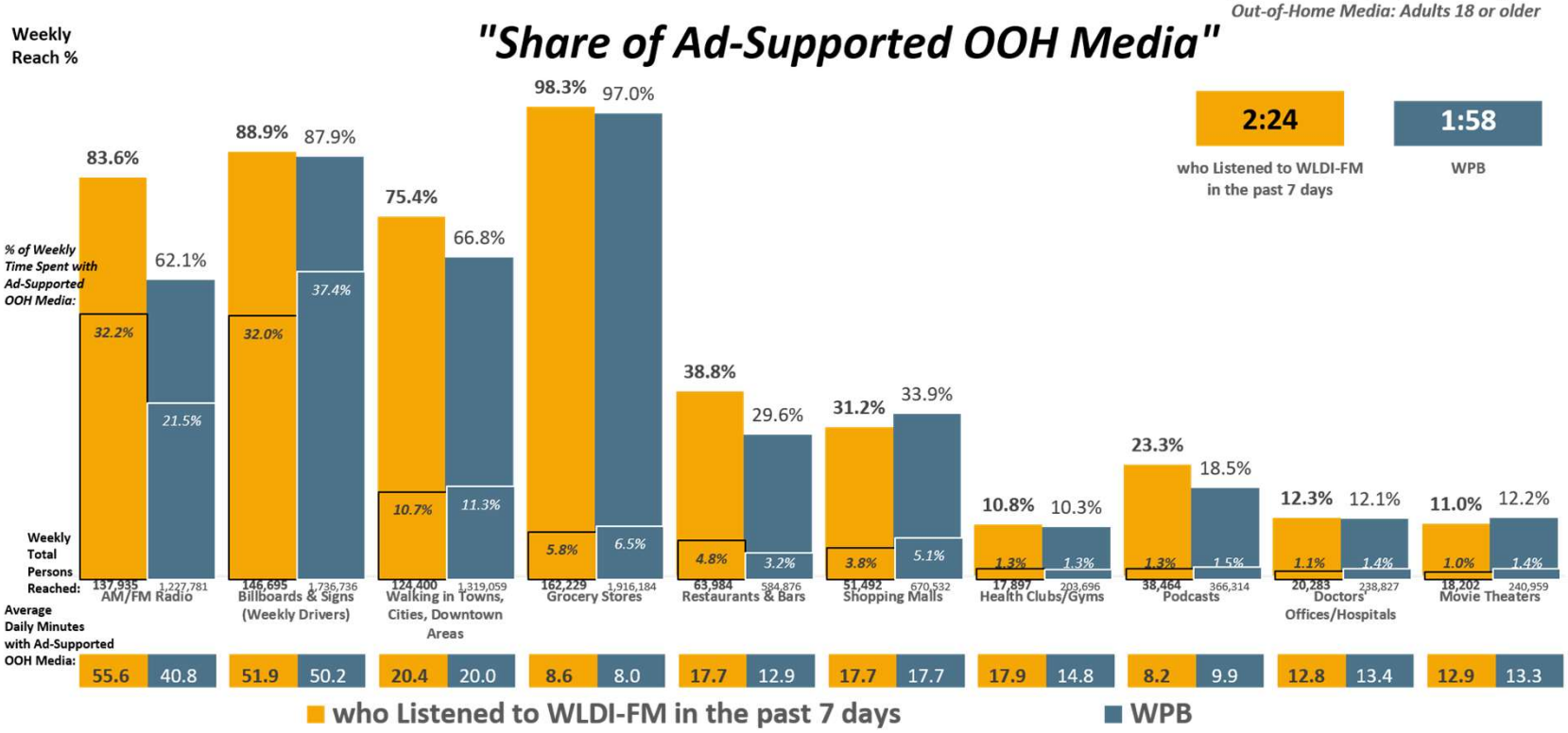
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(Radio Stations: WKGR-FM)

146,695 or 88.9% of Adults 18 or older who Listened to WLDI-FM in the past 7 days spend an average of 51.9 minutes per day driving, seeing Billboards and Signs representing 32.% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 212 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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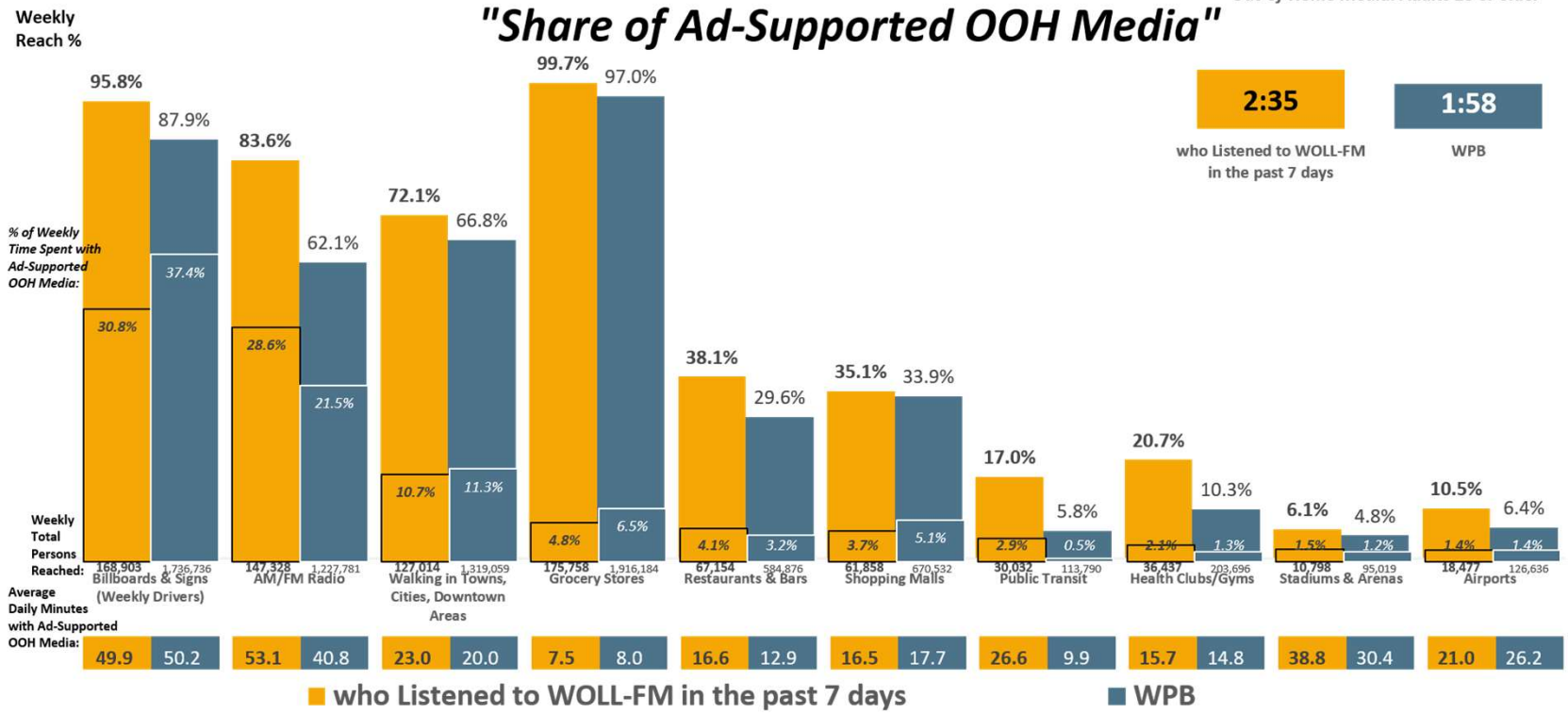
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(Radio Stations: WLDI-FM)

168,903 or 95.8% of Adults 18 or older who Listened to WOLL-FM in the past 7 days spend an average of 49.9 minutes per day driving, seeing Billboards and Signs representing 30.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 198 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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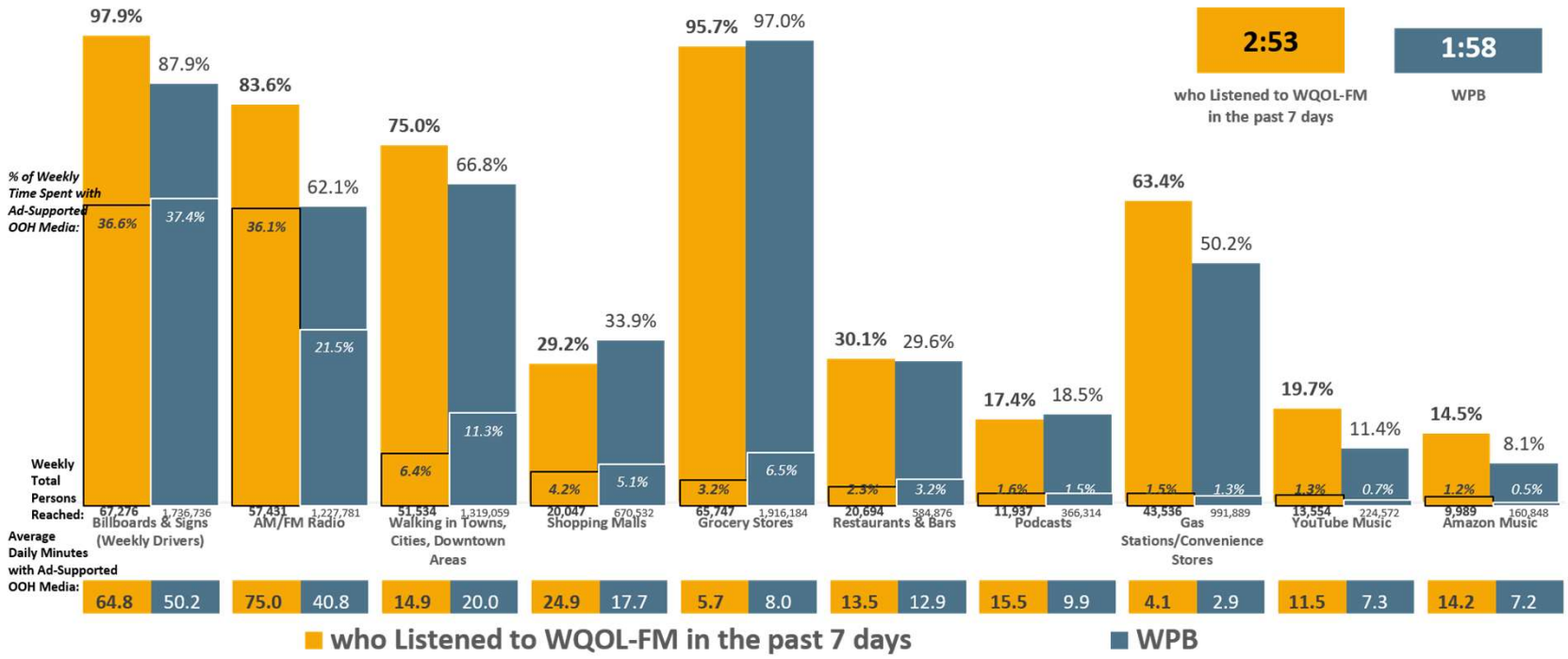
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(Radio Stations: WOLL-FM)

67,276 or 97.9% of Adults 18 or older who Listened to WQOL-FM in the past 7 days spend an average of 64.8 minutes per day driving, seeing Billboards and Signs representing 36.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 121 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

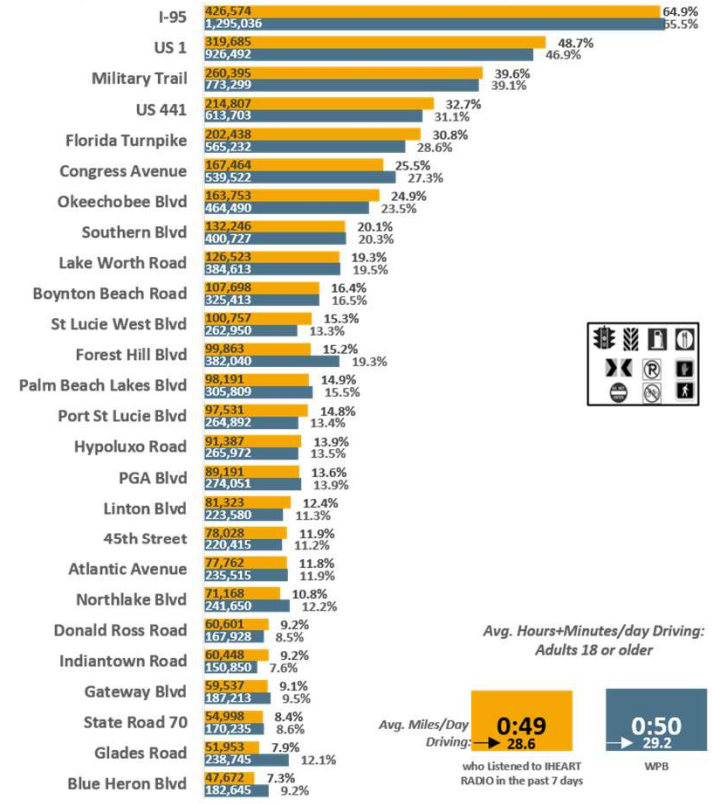
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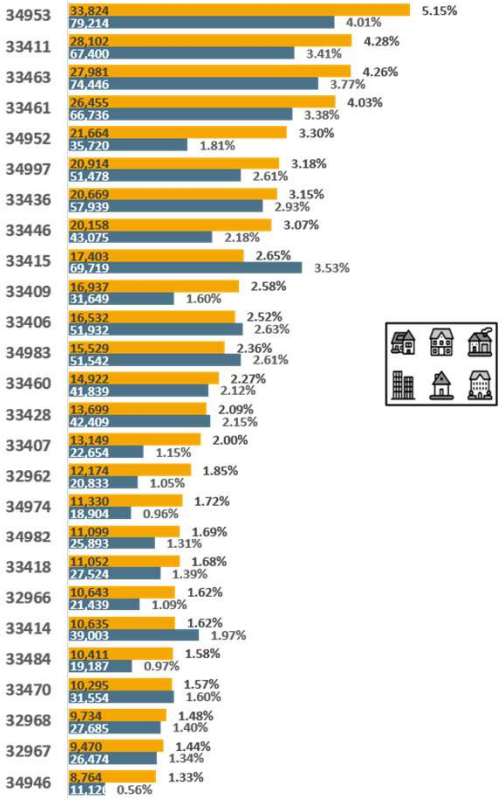
(Radio Stations: WQOL-FM)

610,073 or 92.9% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days spend an average of 49.1 minutes per day driving an average of 28.6 miles each day and are 15.2% more likely to use St Lucie West Blvd than the Metro average.

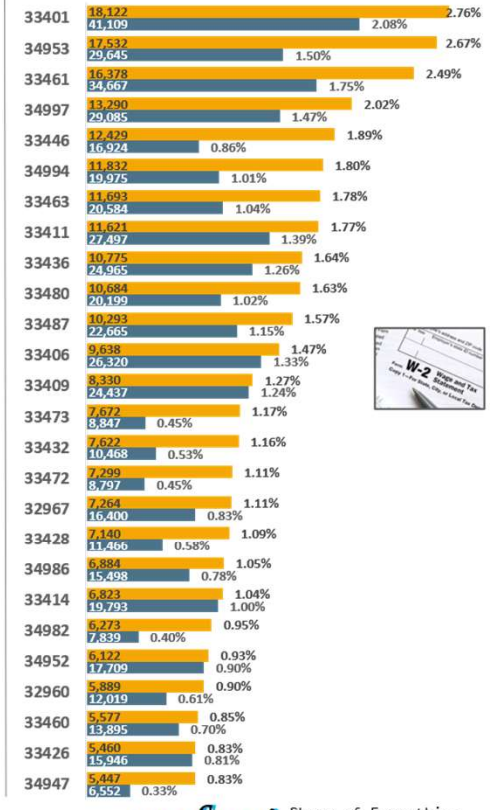
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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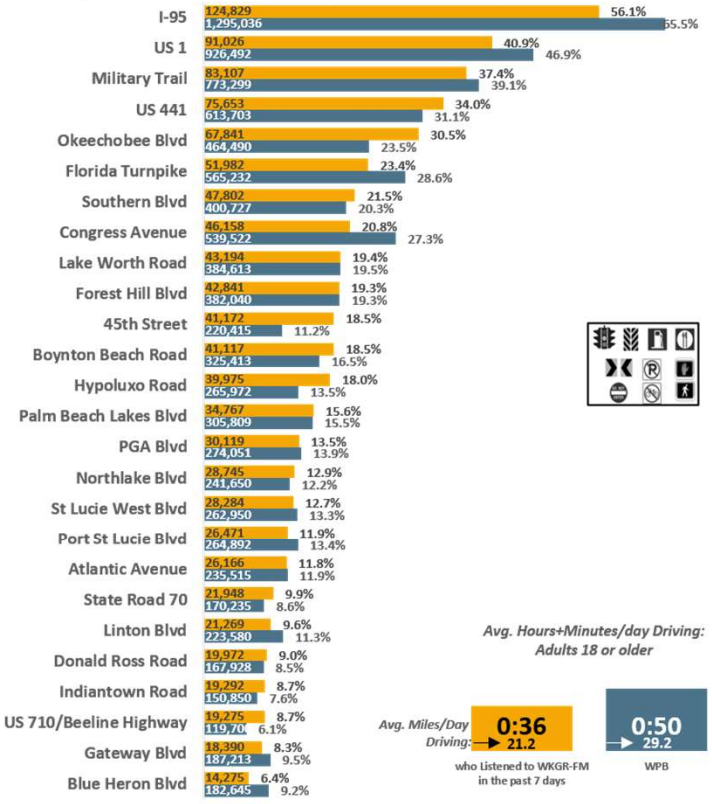
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 866

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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

198,036 or 89.1% of Adults 18 or older who Listened to WKGR-FM in the past 7 days spend an average of 36.5 minutes per day driving an average of 21.2 miles each day and are 66.% more likely to use 45th Street than the Metro average.

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



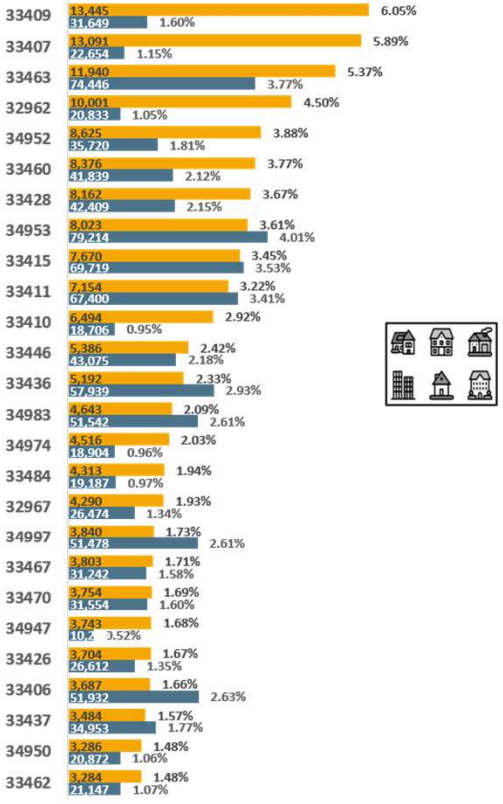
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

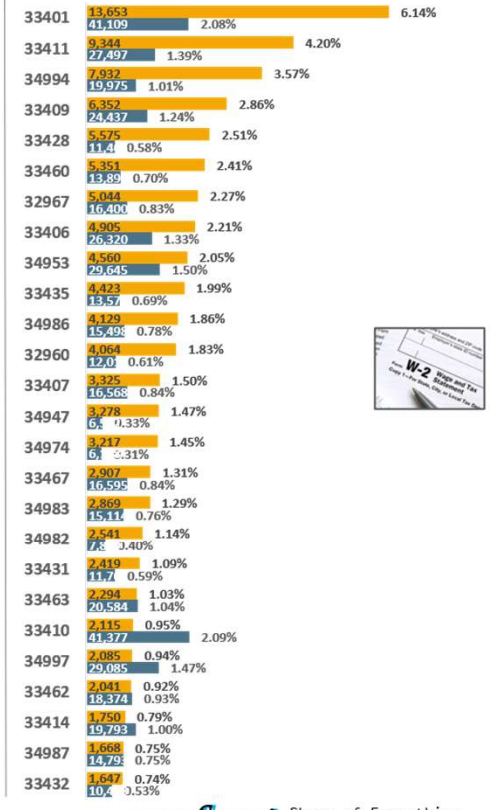
0:36 — 21.2 — who Listened to WKGR-FM in the past 7 days

0:50 — 29.2 — WPB

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

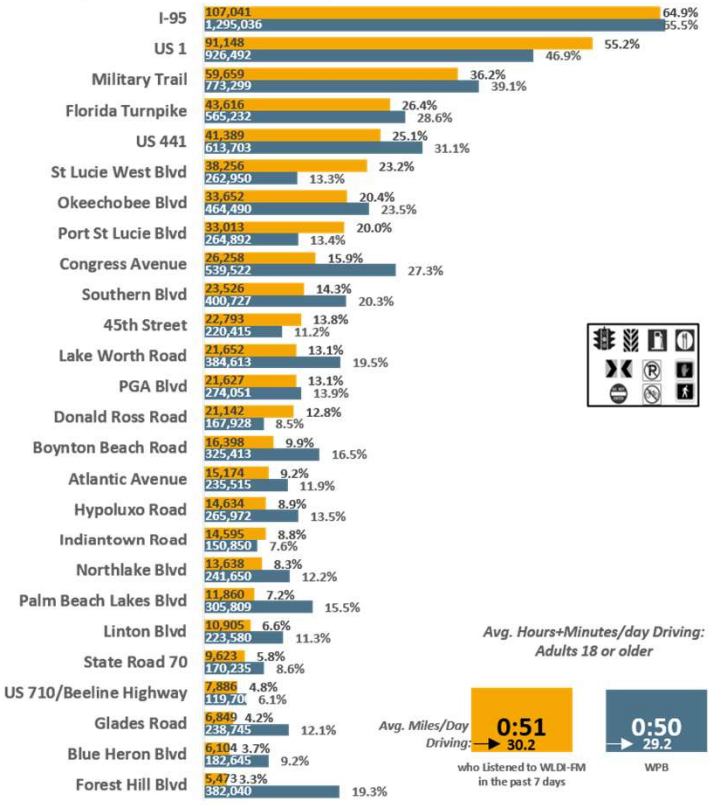
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(Radio Stations: WKGR-FM)

WILD 95.5
THE PALM BEACHES #1 HIT MUSIC STATION

146,695 or 88.9% of Adults 18 or older who Listened to WLDI-FM in the past 7 days spend an average of 51.9 minutes per day driving an average of 30.2 miles each day and are 74.2% more likely to use St Lucie West Blvd than the Metro average.

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



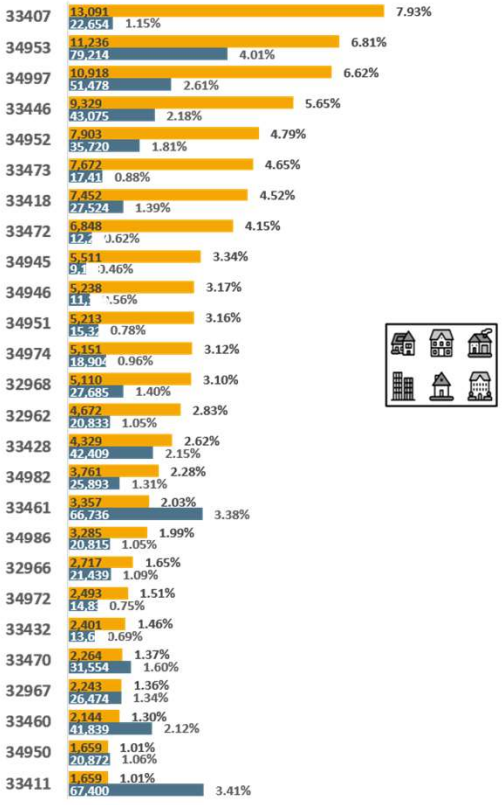
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

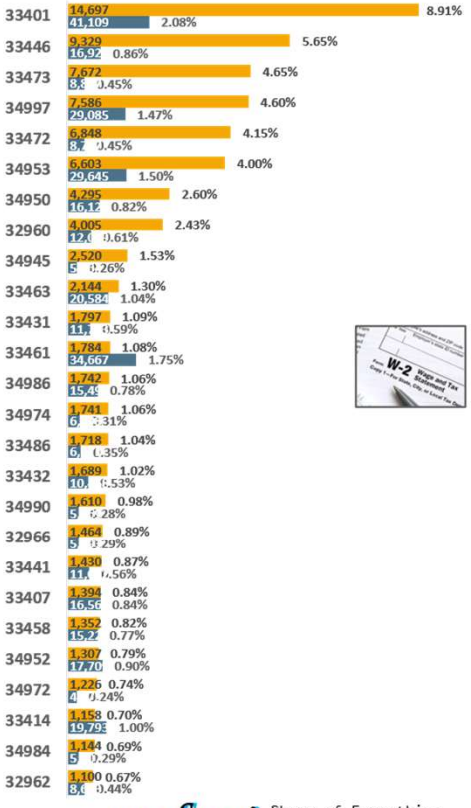
0:51 — 30.2 — who Listened to WLDI-FM in the past 7 days

0:50 — 29.2 — WPB

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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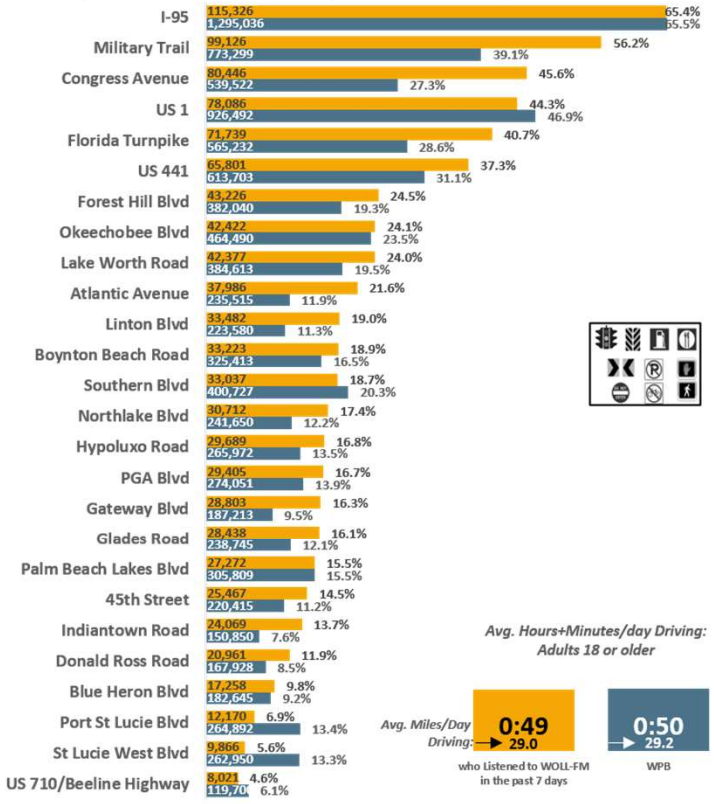
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 212

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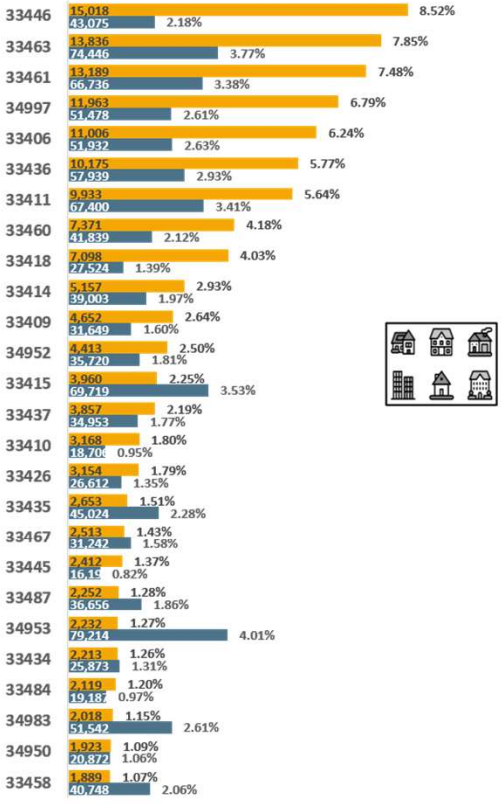
(Radio Stations: WLDI-FM)

168,903 or 95.8% of Adults 18 or older who Listened to WOLL-FM in the past 7 days spend an average of 49.9 minutes per day driving an average of 29. miles each day and are 80.8% more likely to use Atlantic Avenue than the Metro average.

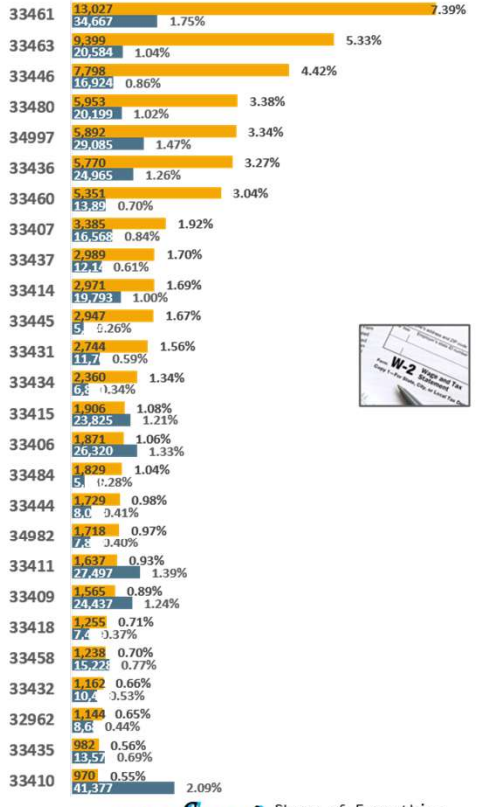
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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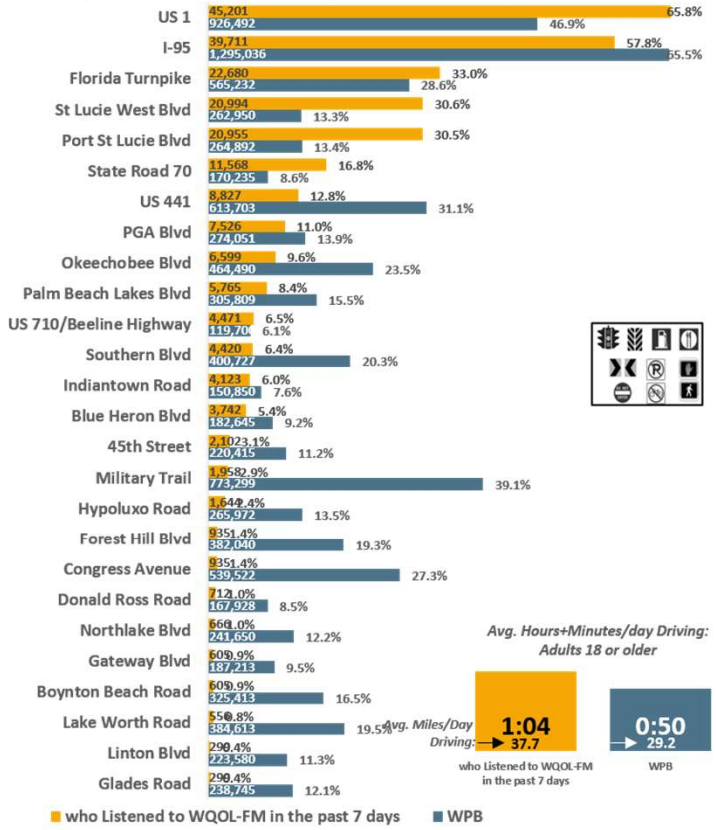
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 198

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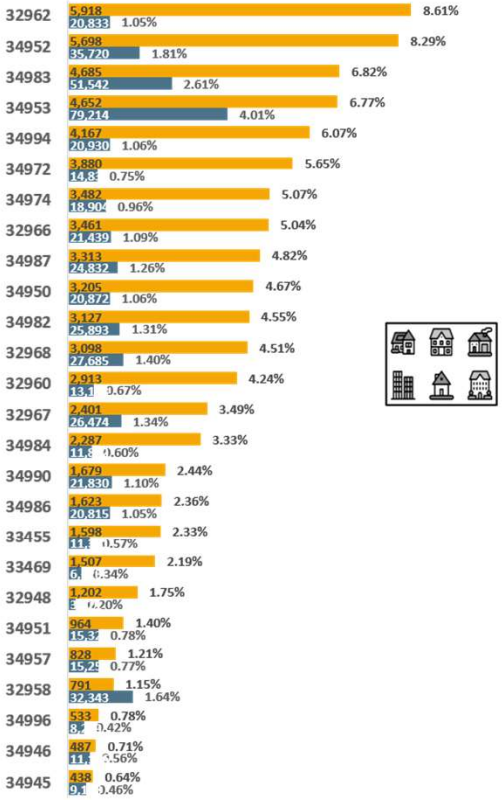
(Radio Stations: WOLL-FM)

67,276 or 97.9% of Adults 18 or older who Listened to WQOL-FM in the past 7 days spend an average of 64.8 minutes per day driving an average of 37.7 miles each day and are 129.6% more likely to use St Lucie West Blvd than the Metro average.

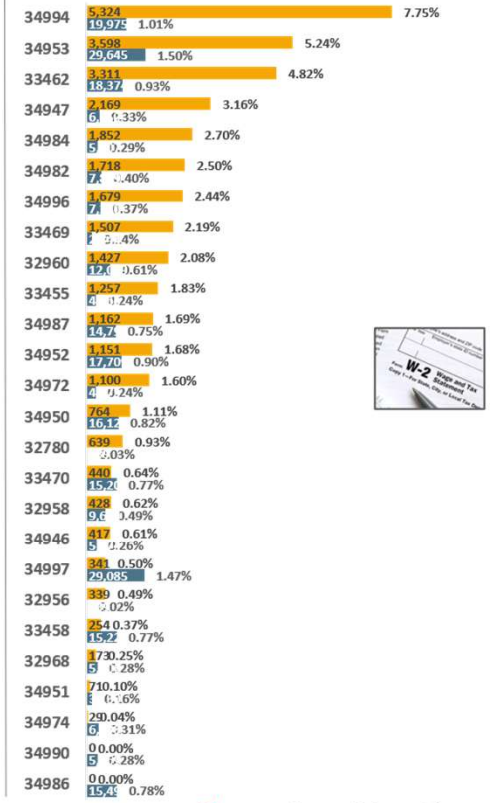
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



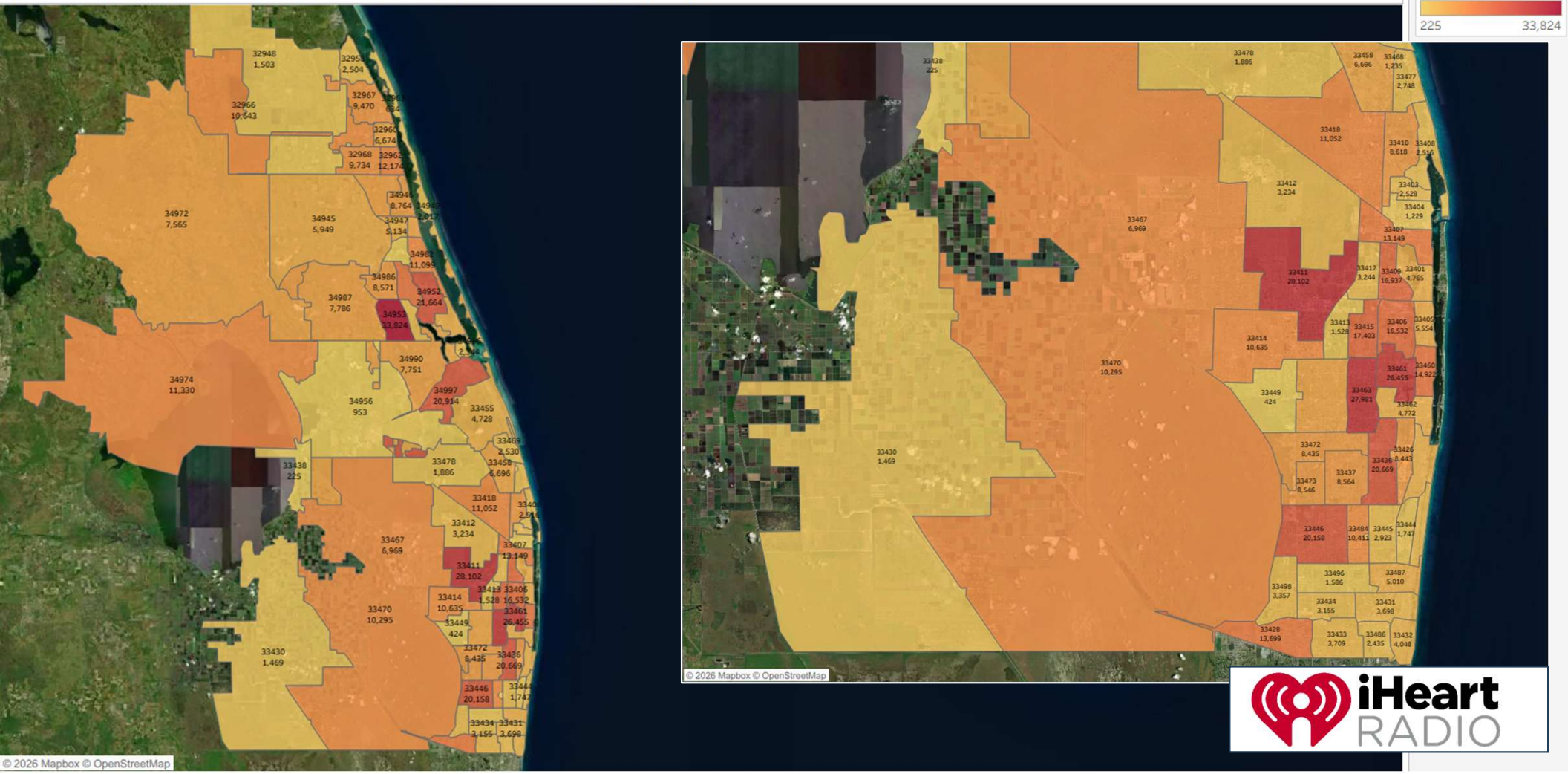
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WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 121

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(Radio Stations: WQOL-FM)

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



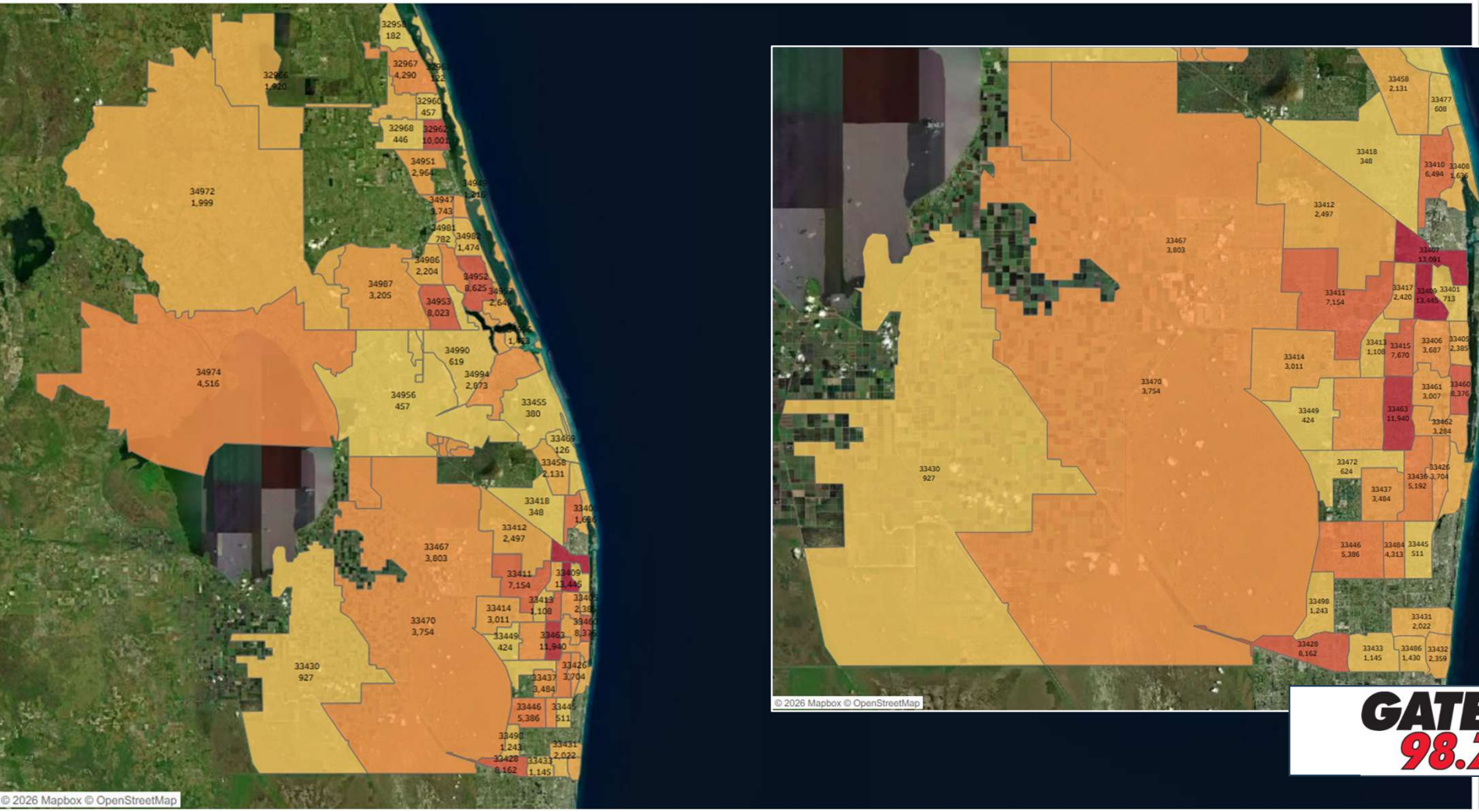
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 866

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



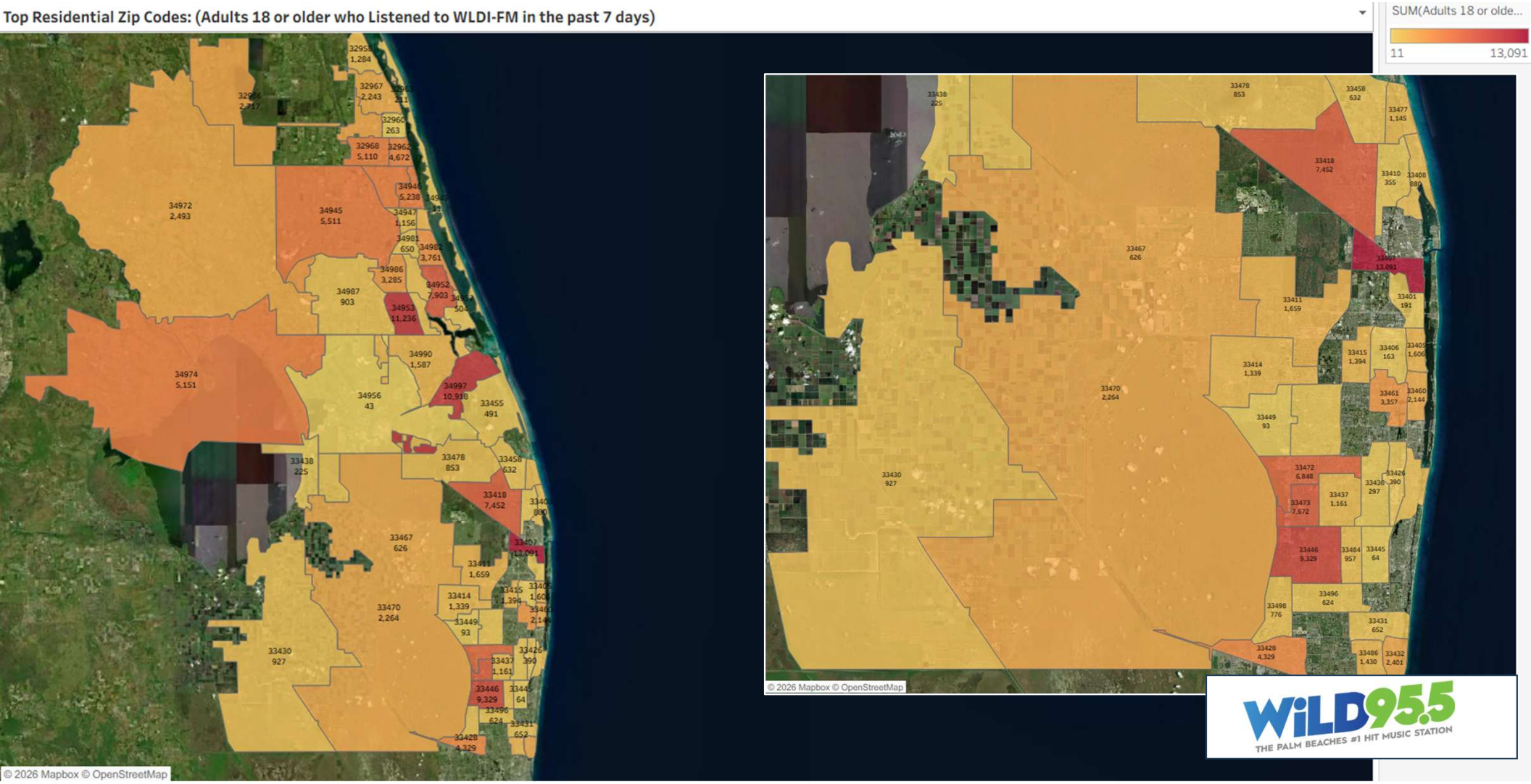
GATER 98.7fm

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(Radio Stations: WKGR-FM)

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



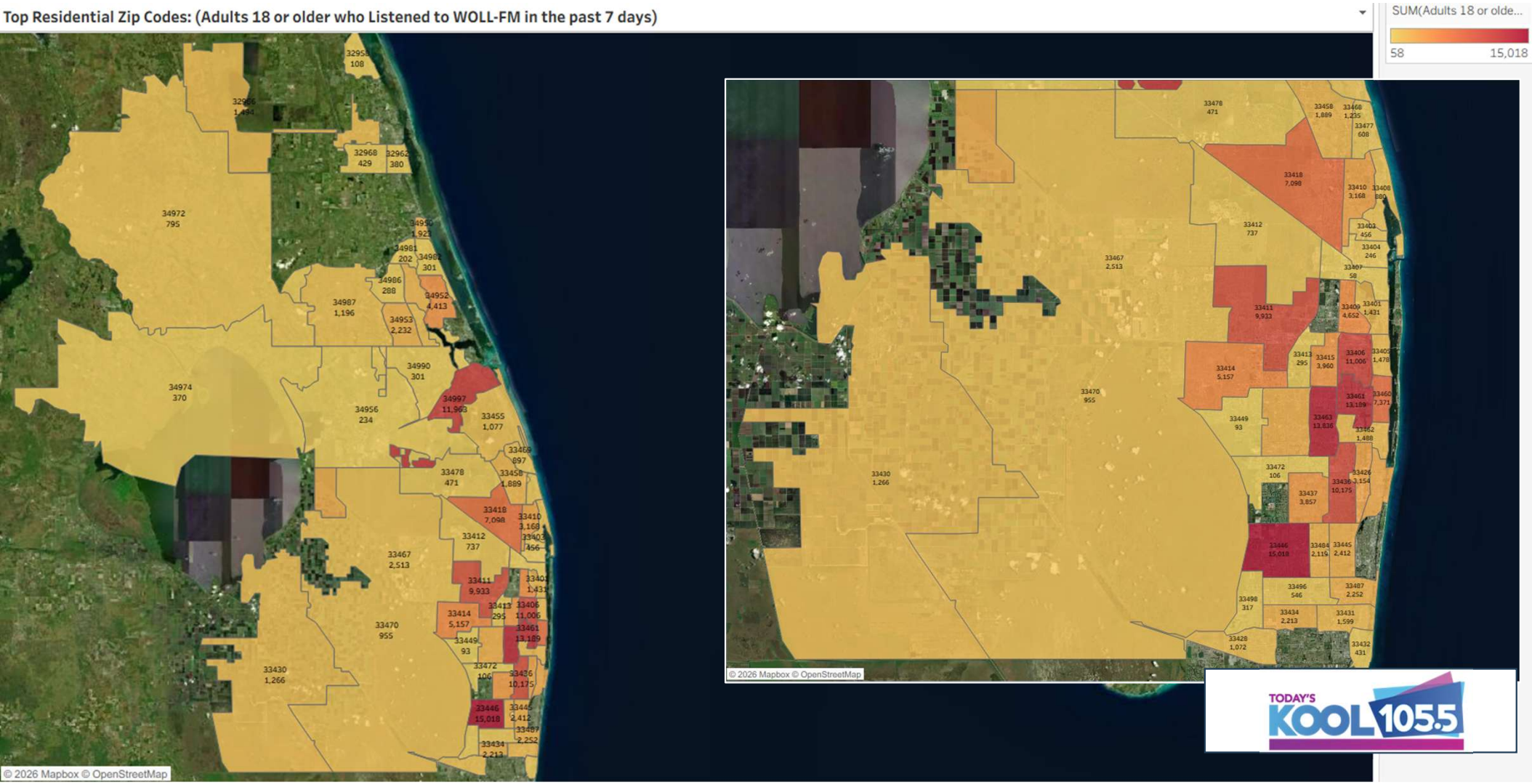
WILD95.5
THE PALM BEACHES #1 HIT MUSIC STATION

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(Radio Stations: WLDI-FM)

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

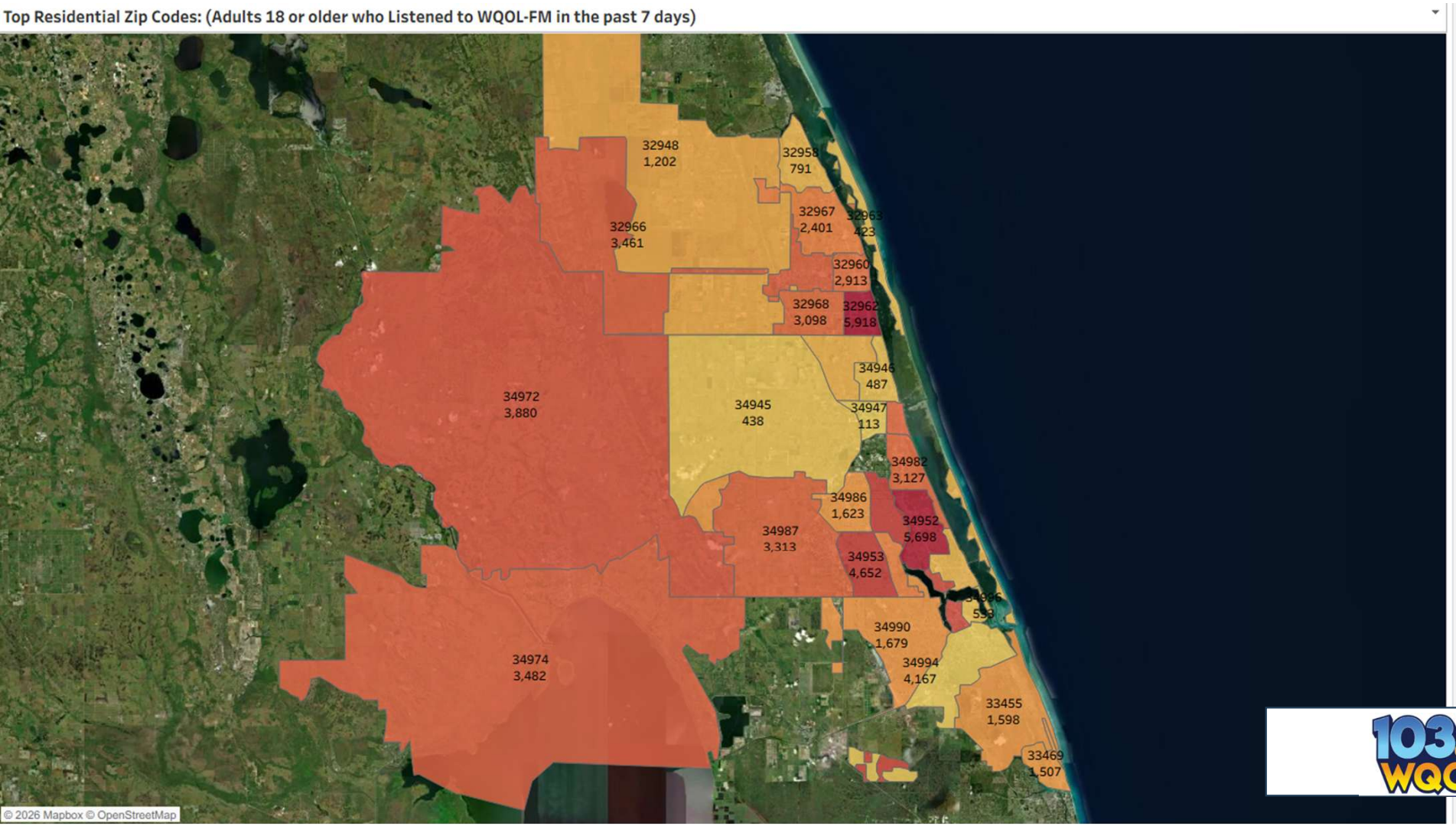


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(Radio Stations: WOLL-FM)

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



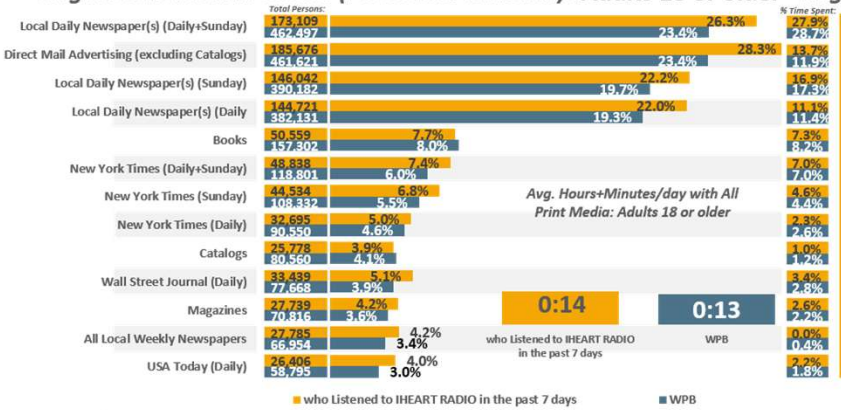
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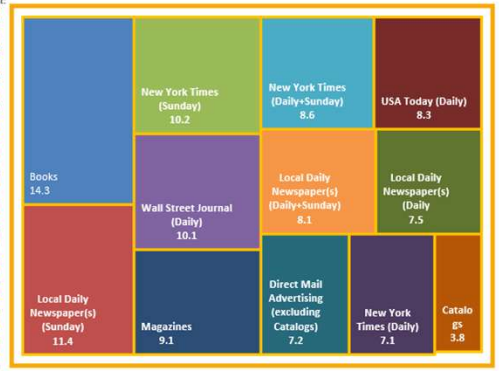
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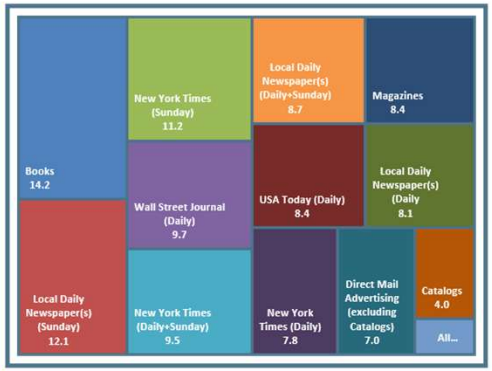
(Radio Stations: WQOL-FM)

173,109 or 26.3% of Adults 18 or older who Listened to IHEART RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 30.2% of all time spent daily with All forms of Print Media.

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

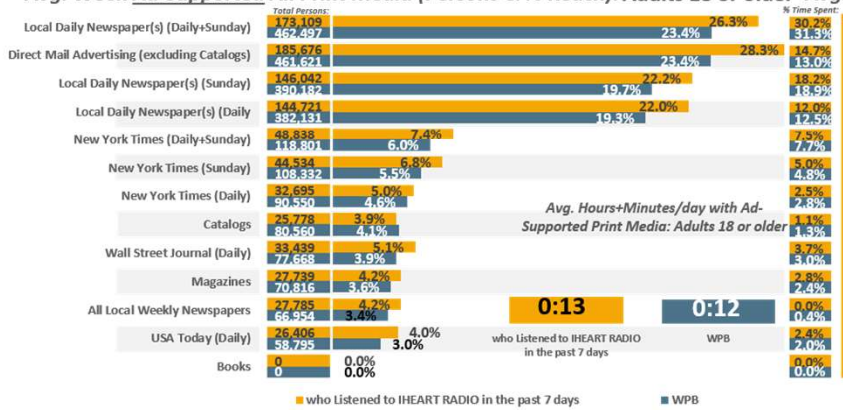




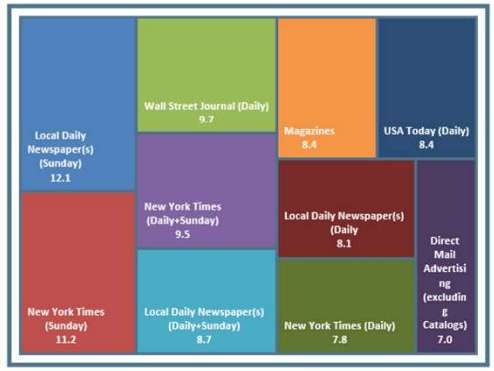


■ who Listened to IHEART RADIO in the past 7 days ■ WPB

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







■ who Listened to IHEART RADIO in the past 7 days ■ WPB

WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 866

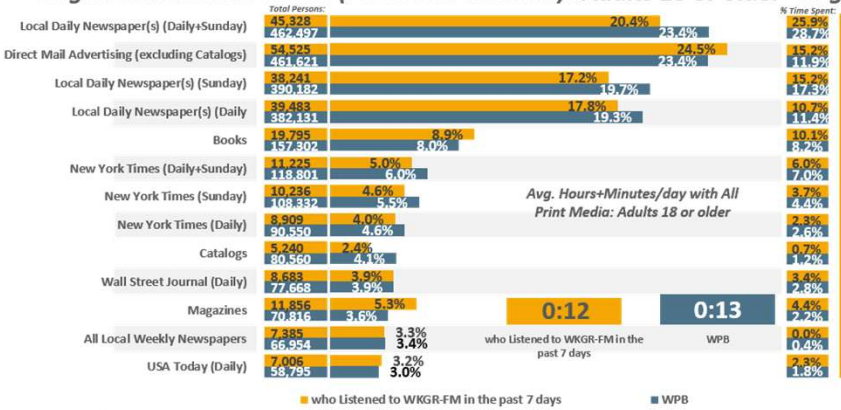
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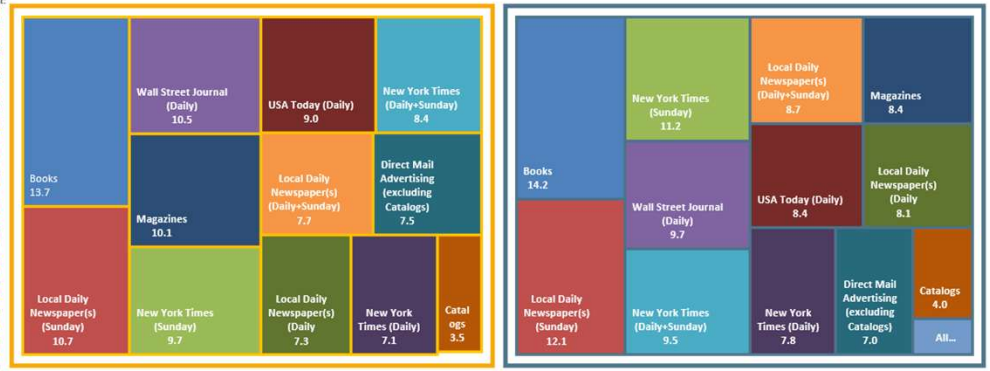
(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

45,328 or 20.4% of Adults 18 or older who Listened to WKGR-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 28.8% of all time spent daily with All forms of Print Media.

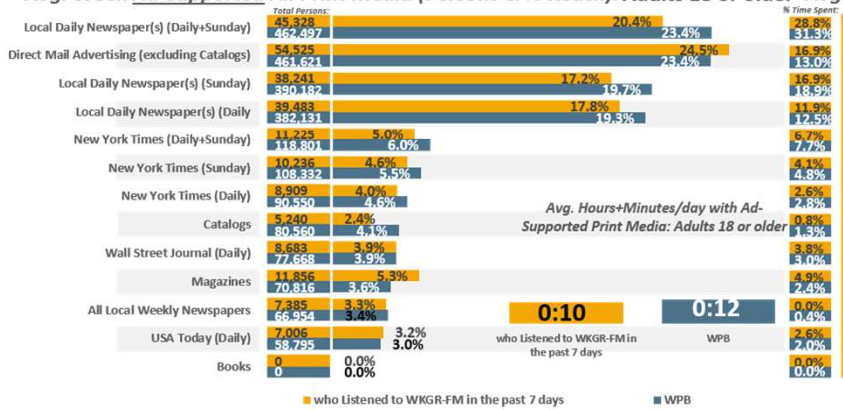
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 284

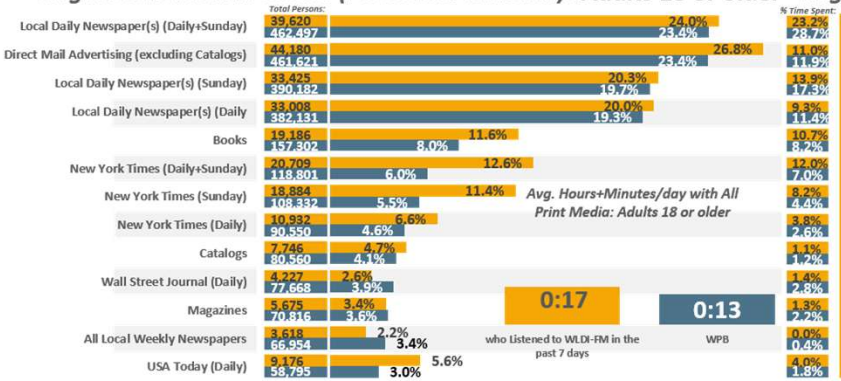
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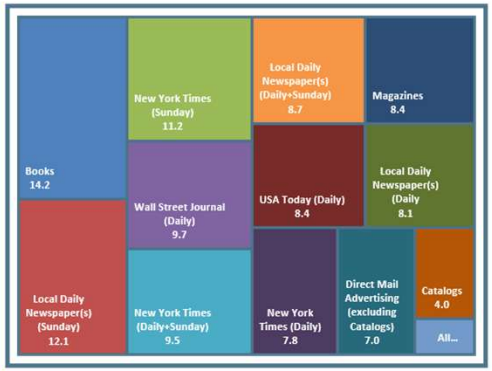
(Radio Stations: WKGR-FM)

39,620 or 24.% of Adults 18 or older who Listened to WLDI-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 26.% of all time spent daily with All forms of Print Media.

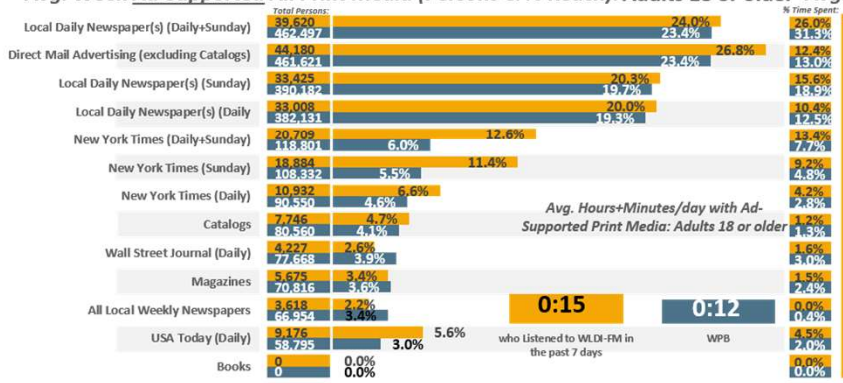
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

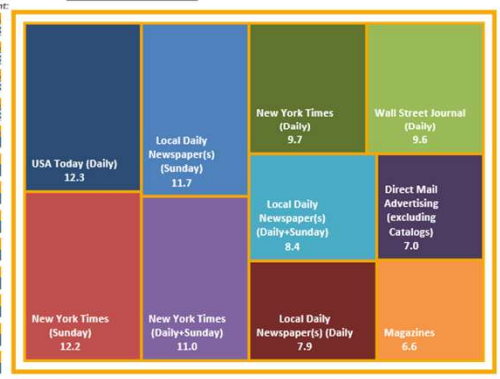


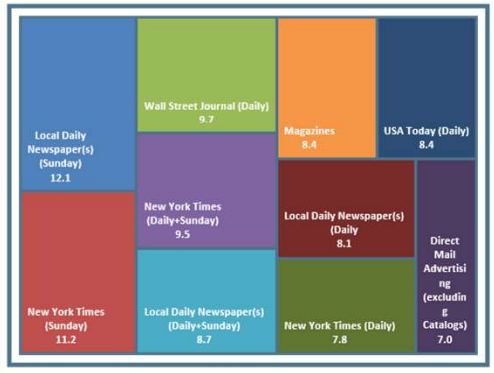




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 212

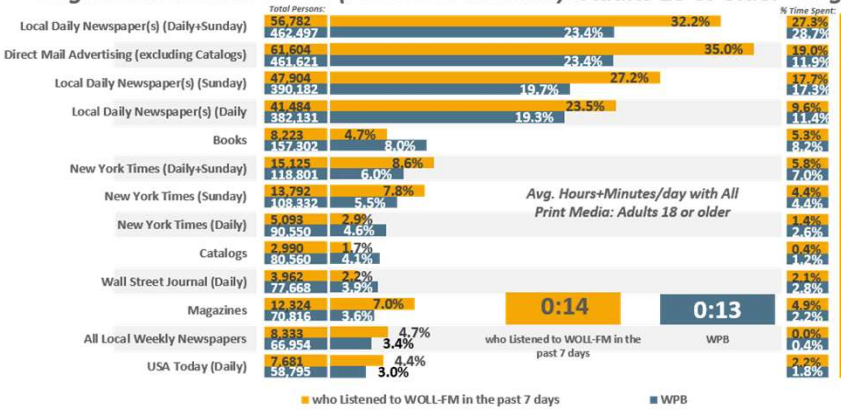
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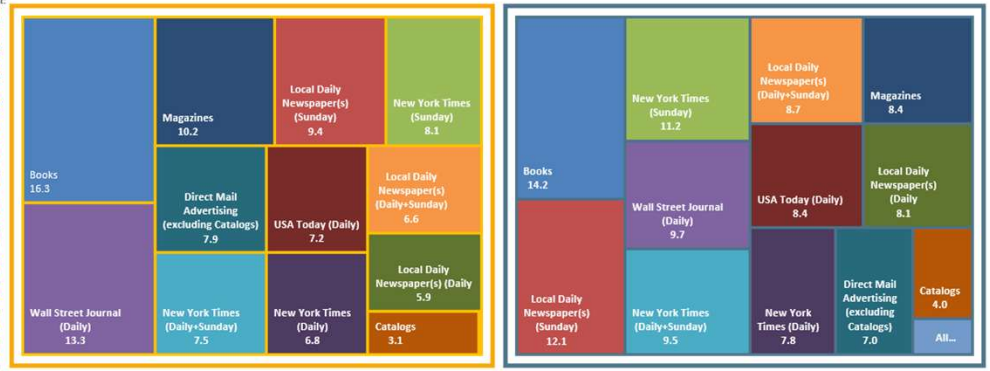
(Radio Stations: WLDI-FM)

56,782 or 32.2% of Adults 18 or older who Listened to WOLL-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.6 minutes every day representing 28.8% of all time spent daily with All forms of Print Media.

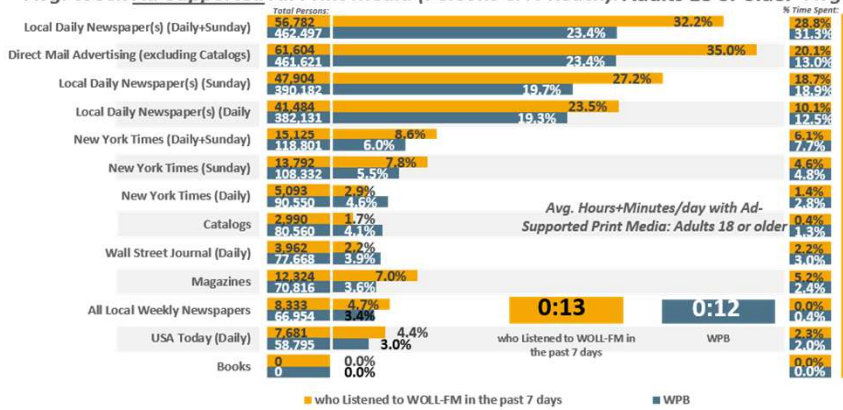
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



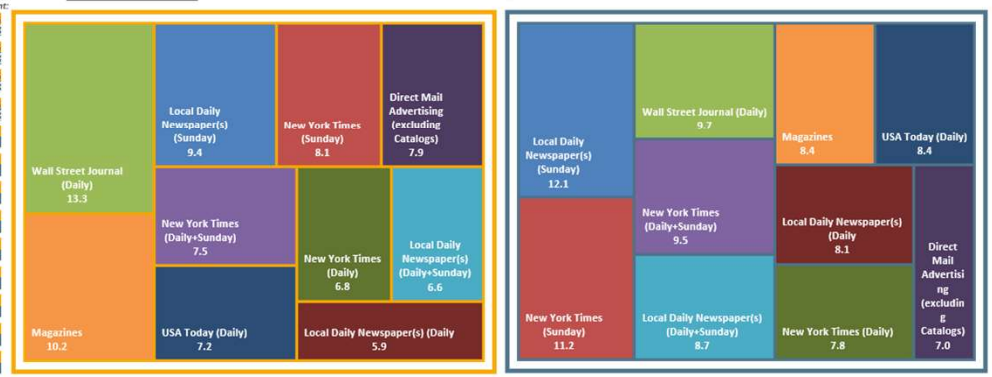
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



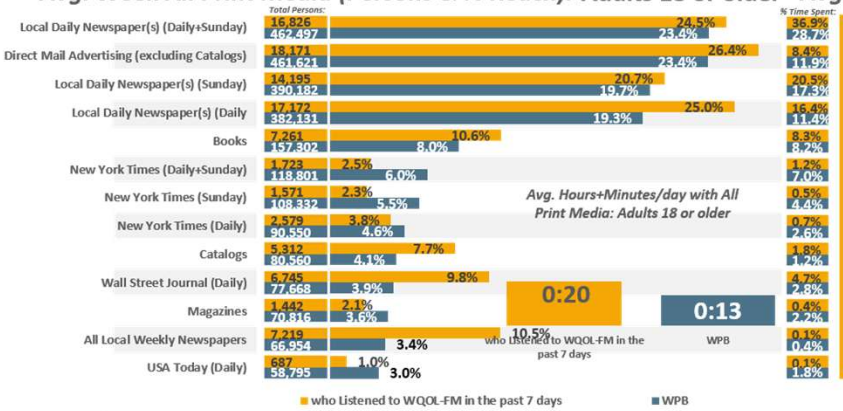
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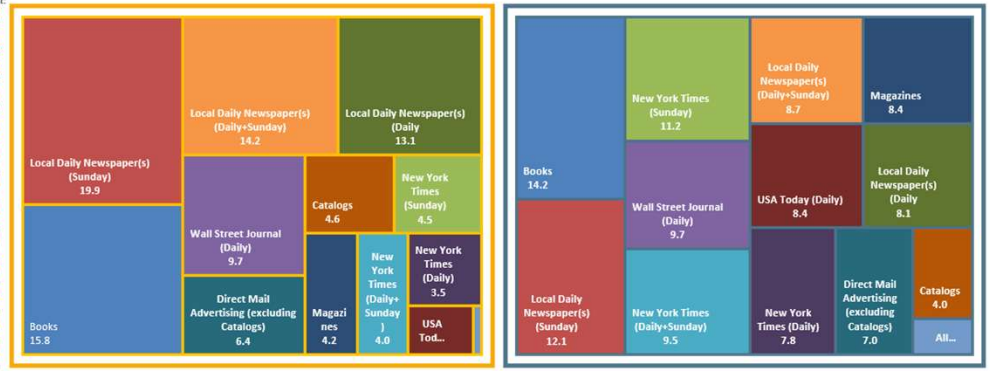
(Radio Stations: WOLL-FM)

16,826 or 24.5% of Adults 18 or older who Listened to WQOL-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.2 minutes every day representing 40.2% of all time spent daily with All forms of Print Media.

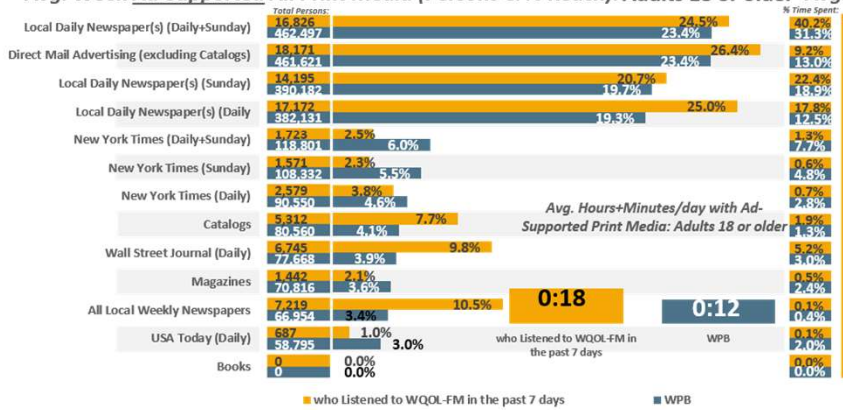
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



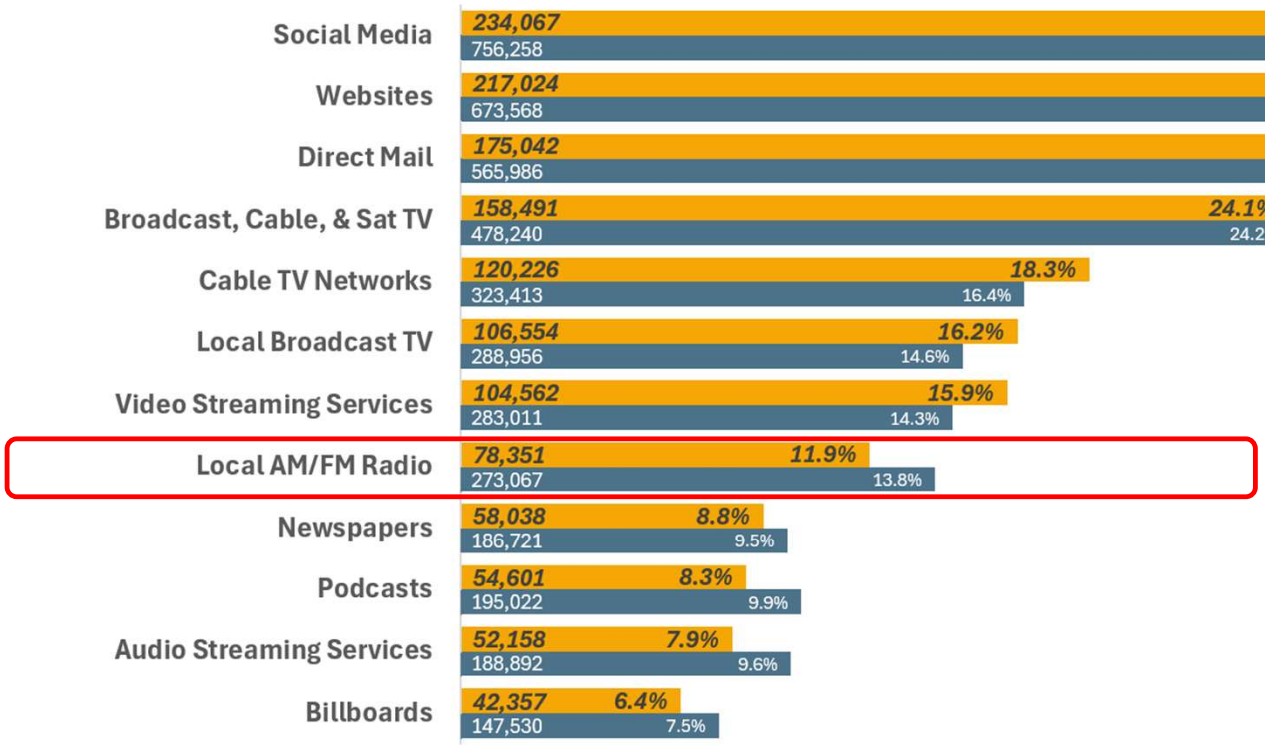
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(Radio Stations: WQOL-FM)

"Advertising Actions"

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



Why Use Local AM/FM Radio?

11.9% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to IHEART RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -14% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.8%.

WEST PALM BEACH-BOCA RATON

P18+ who Listened to IHEART 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 R2 2026: Aug25-Jul26 Qual Intab: 866

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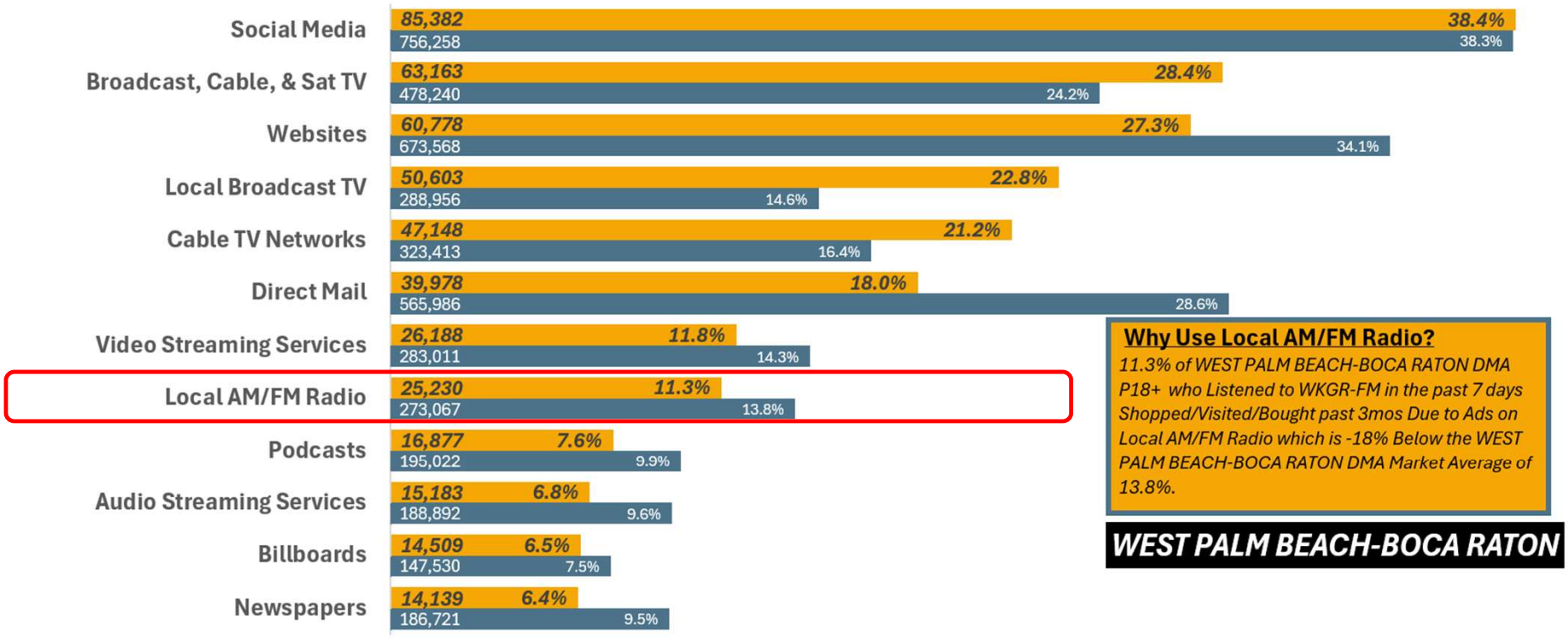
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GATER 98.7fm

"Advertising Actions"

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



Why Use Local AM/FM Radio?

11.3% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to WKGR-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -18% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.8%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 284

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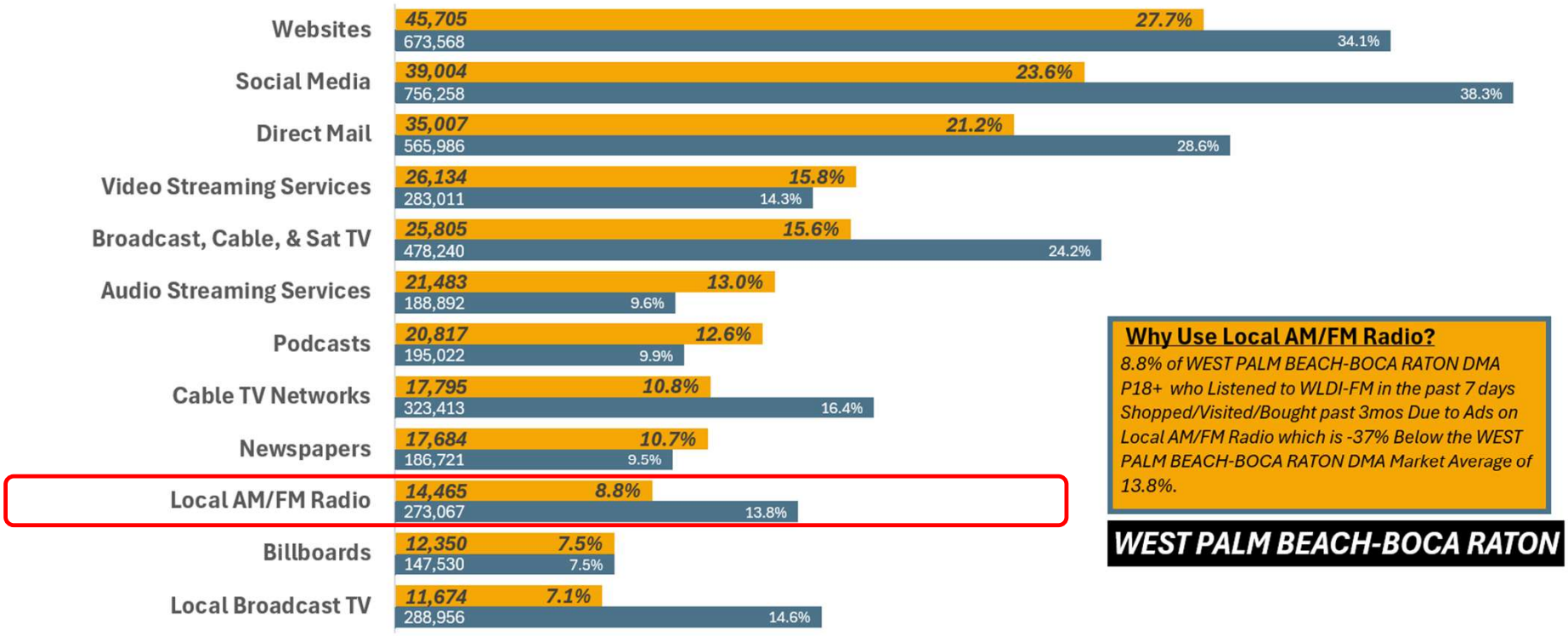
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(Radio Stations: WKGR-FM)

WILD 95.5
THE PALM BEACHES #1 HIT MUSIC STATION

"Advertising Actions"

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



Why Use Local AM/FM Radio?

8.8% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to WLDI-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -37% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.8%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 212

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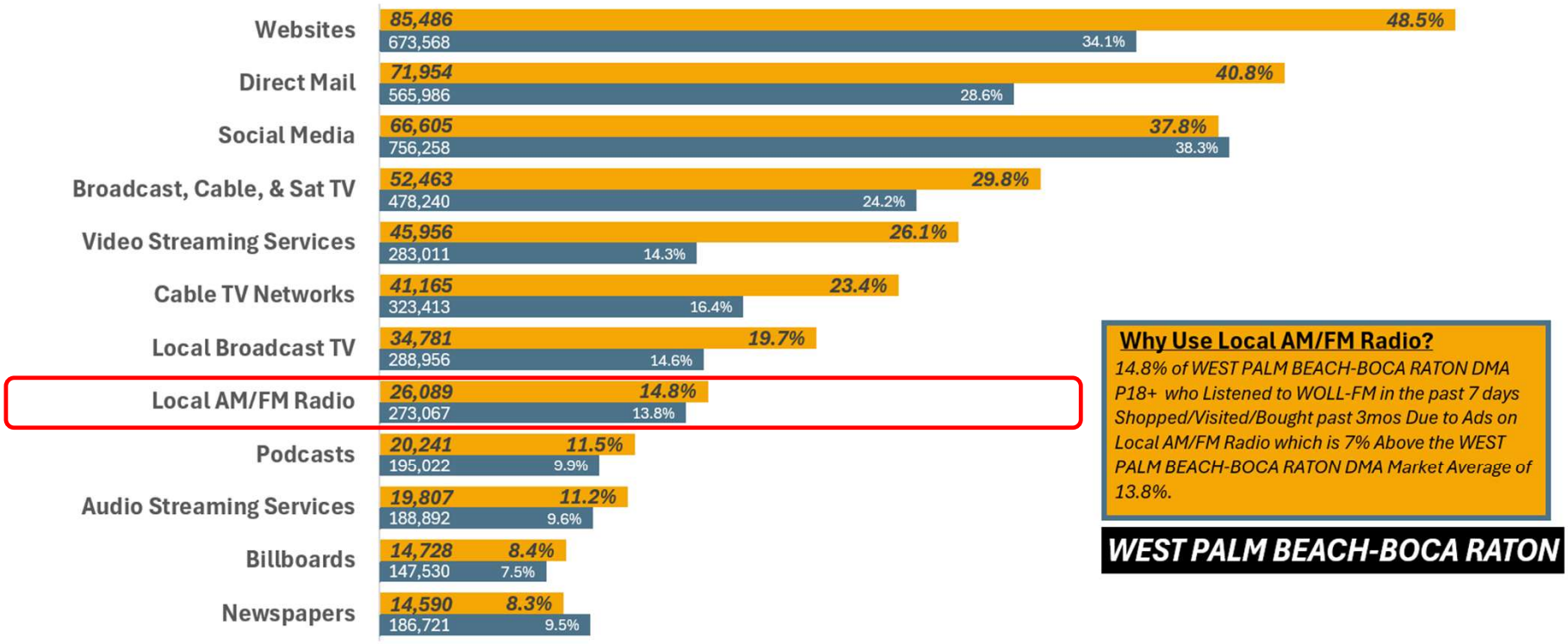
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(Radio Stations: WLDI-FM)

TODAY'S KOOL 105.5

"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.8% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to WOLL-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 7% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.8%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 198

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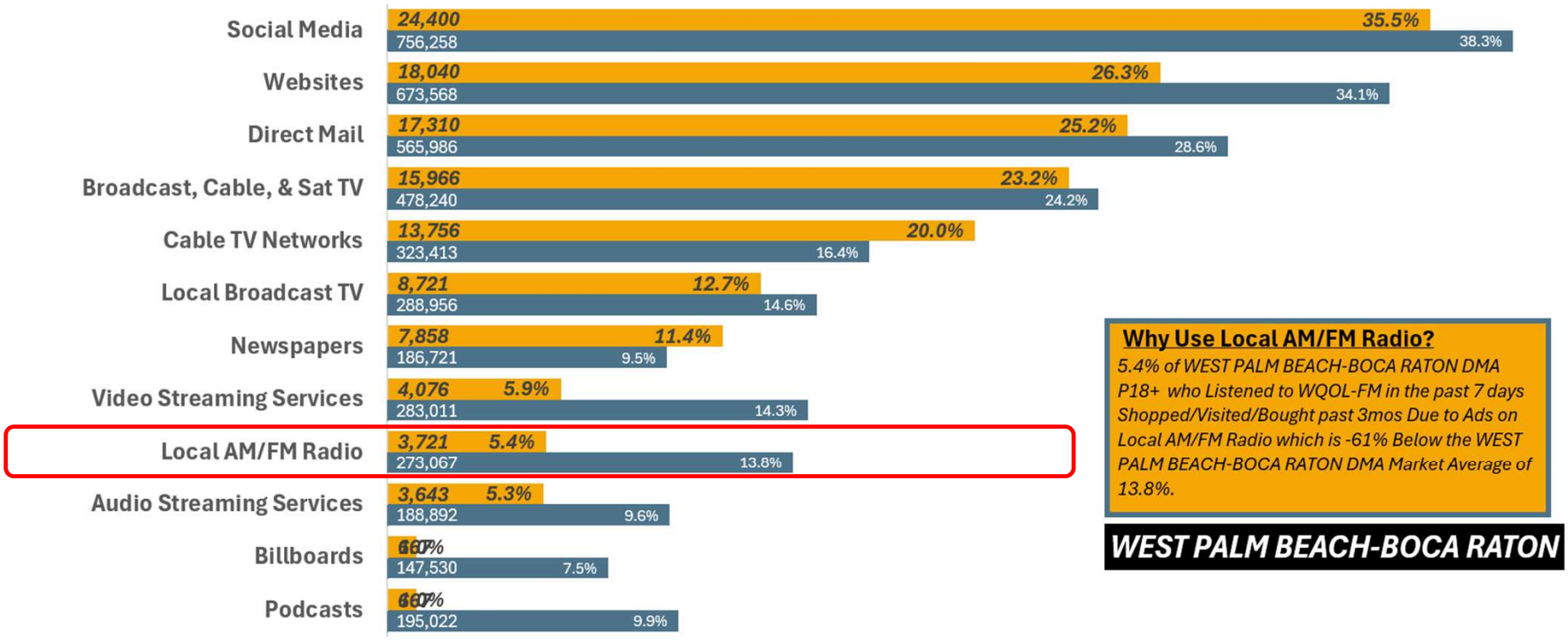
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(Radio Stations: WOLL-FM)

103.7 WQOL

"Advertising Actions"

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



Why Use Local AM/FM Radio?

5.4% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to WQOL-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -61% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.8%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 121

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(Radio Stations: WQOL-FM)