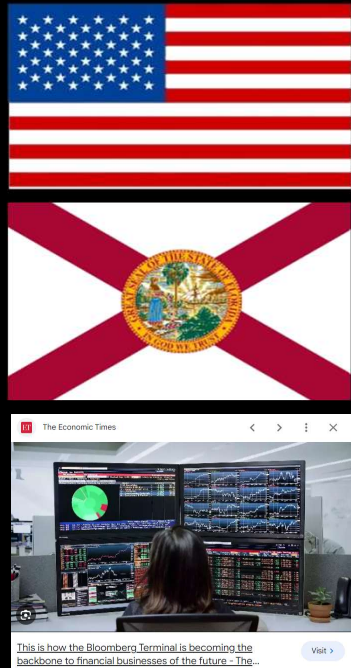


# USA—5 Demos of the WEST PALM BEACH DMA vs. the USA... Brand New Data as of January 31, 2026! **Complete Demographic & Media Use Profiles**



	<b>P18+</b>
	<b>P25-54</b>
	<b>W25-54</b>
	<b>M25-54</b>
	<b>P35-64</b>

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

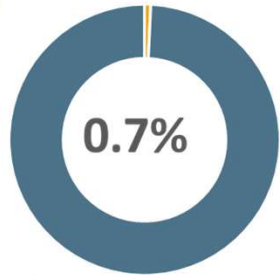




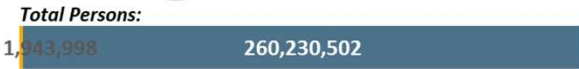
**P18+**

.7% or 1,943,998 of USA Adults 18 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.  
 Typical Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 53.2 years old (9.2% older than average) and have a \$105,392 (10.3% higher than average) annual household income.

**Percent of Market: Adults 18 or older** **Gender of Target vs. Market: Adults 18 or older**

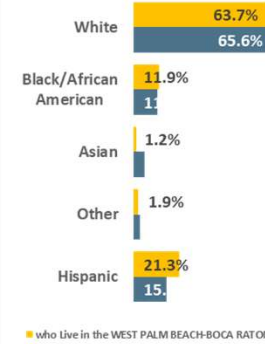


■ who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA  
 ■ Remainder of USA DMAs

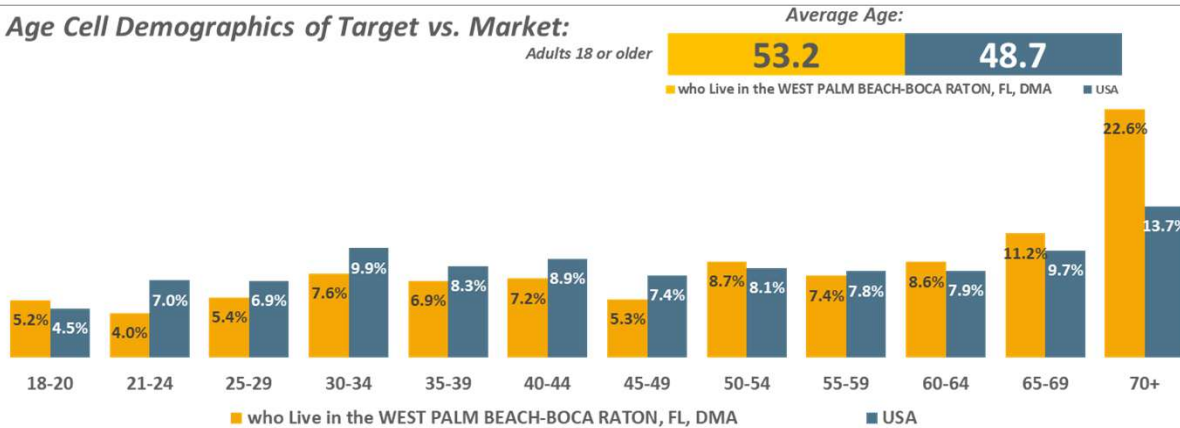


%M vs. %F:	Men	Men	Women	Women
	48.5%	49.2%	51.5%	50.8%
<b>Average Age:</b>	<b>53.3</b>	<b>48.7</b>	<b>53.2</b>	<b>48.8</b>
<b># Persons:</b>	<b>941,910</b>	<b>129,069,2...</b>	<b>1,002,088</b>	<b>133,105,2...</b>

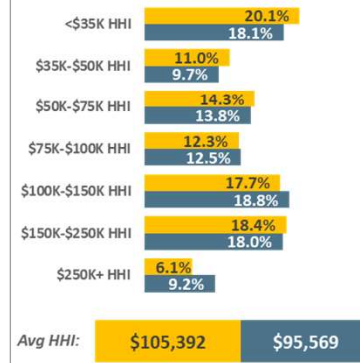
**Ethnicity of Target vs. Market:**



**Age Cell Demographics of Target vs. Market:**



**HHI of Target vs. Market:**



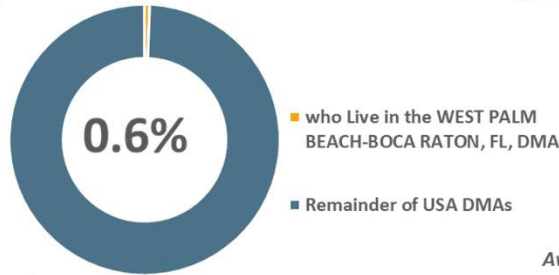
USA DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551 USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371  
 All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.



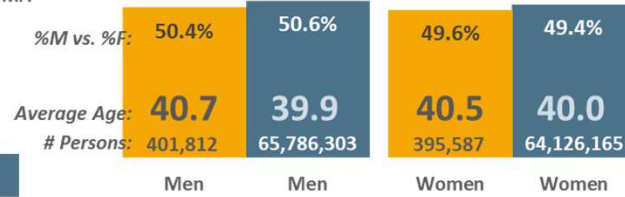
# P25-54

.6% or 797,399 of USA Adults 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.  
 Typical Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 40.6 years old (1.6% older than average) and have a \$110,540 (9.5% higher than average) annual household income.

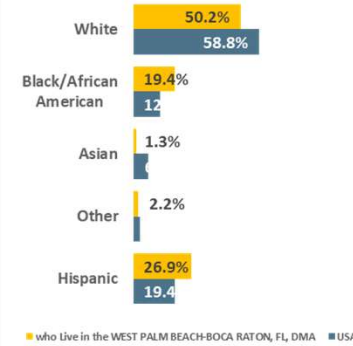
## Percent of Market: Adults 25 - 54



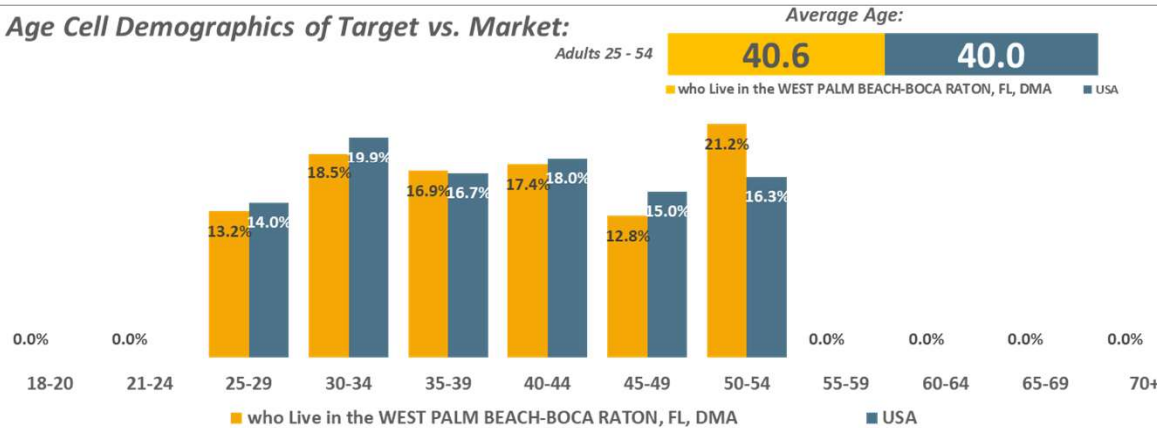
## Gender of Target vs. Market: Adults 25 - 54



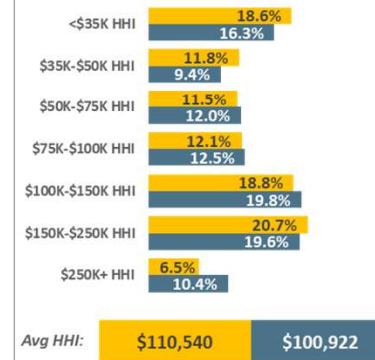
## Ethnicity of Target vs. Market:



## Age Cell Demographics of Target vs. Market:



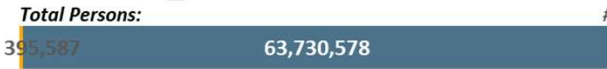
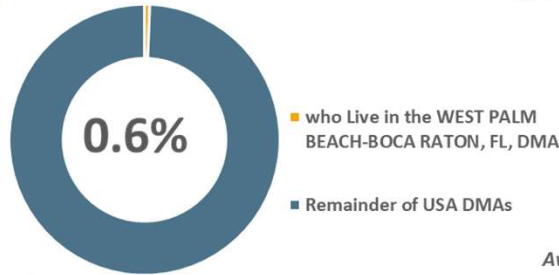
## HHI of Target vs. Market:



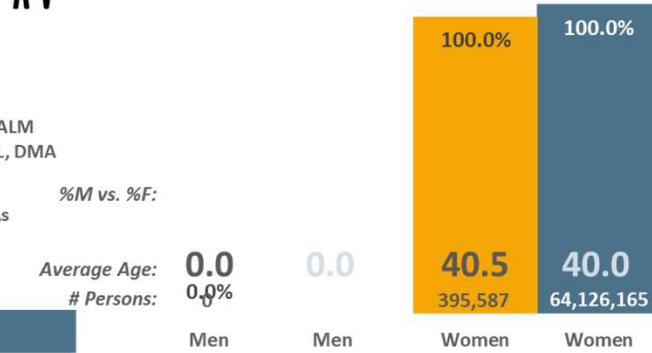


.6% or 395,587 of USA Women 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.  
 Typical Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 40.5 years old (1.3% older than average) and have a \$96,619 (4.3% higher than average) annual household income.

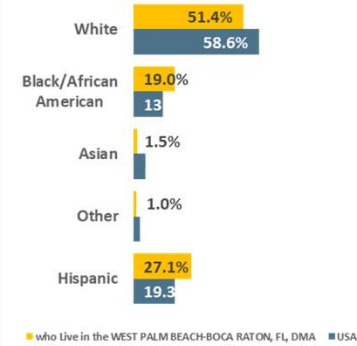
**Percent of Market: Women 25 - 54**



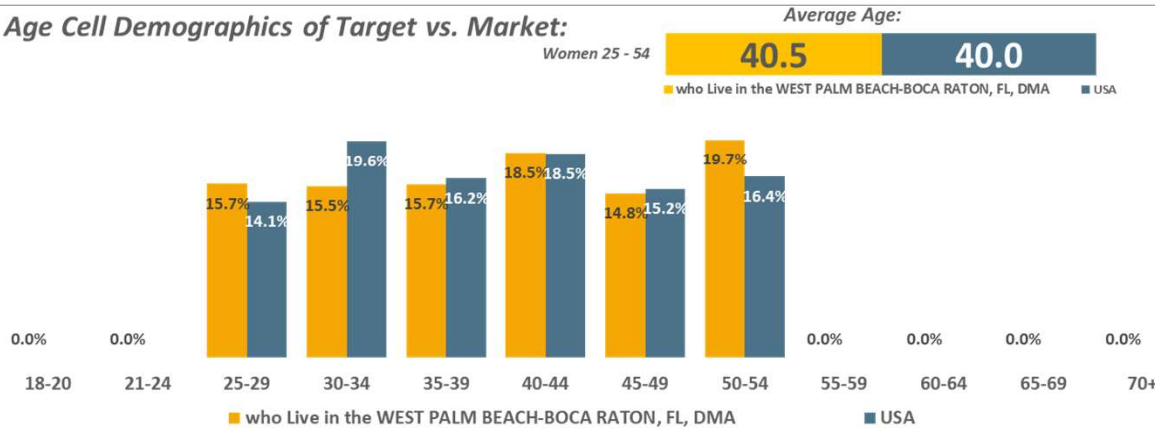
**Gender of Target vs. Market: Women 25 - 54**



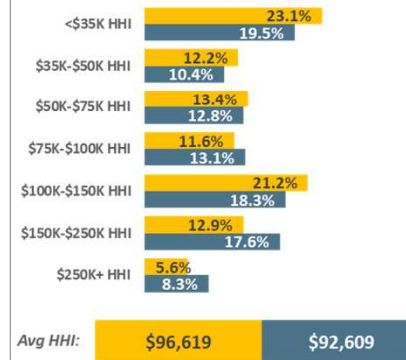
**Ethnicity of Target vs. Market:**



**Age Cell Demographics of Target vs. Market:**



**HHI of Target vs. Market:**

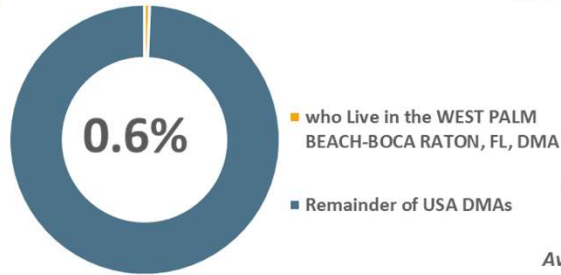




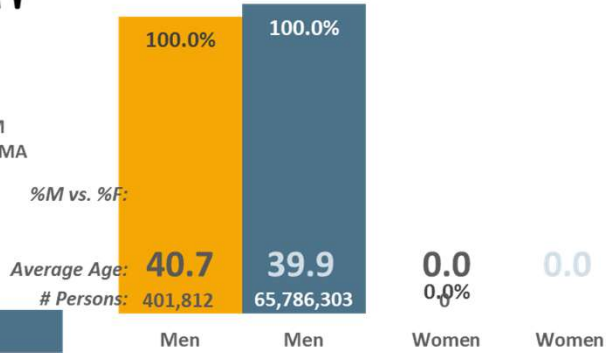
# M25-54

.6% or 401,812 of USA Men 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.  
 Typical Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 40.7 years old (1.9% older than average) and have a \$124,246 (14.% higher than average) annual household income.

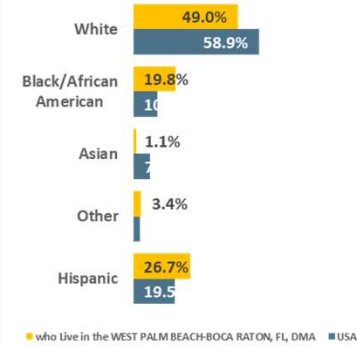
## Percent of Market: Men 25 - 54



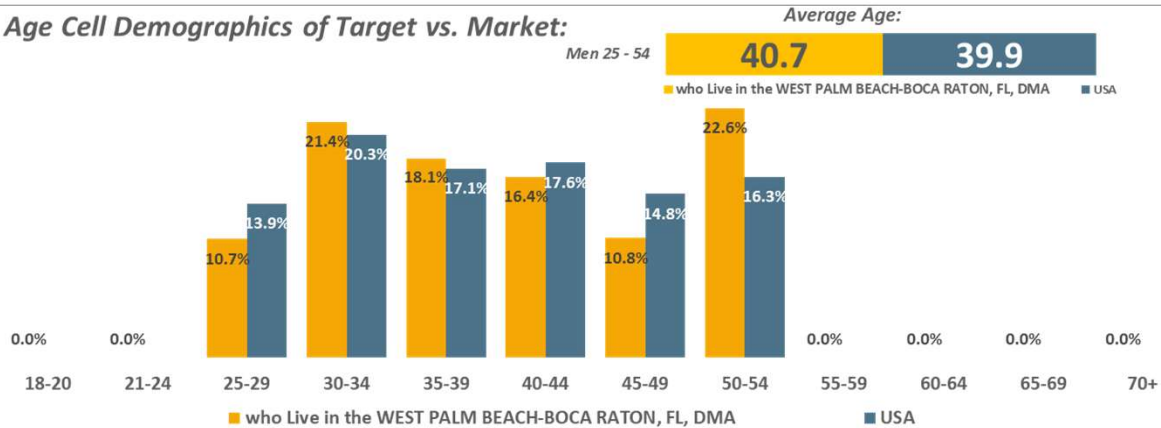
## Gender of Target vs. Market: Men 25 - 54



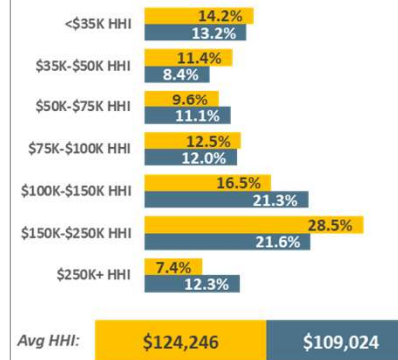
## Ethnicity of Target vs. Market:



## Age Cell Demographics of Target vs. Market:



## HHI of Target vs. Market:

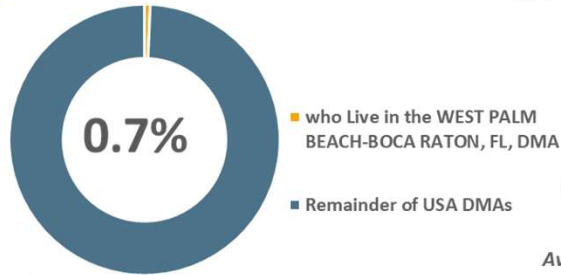




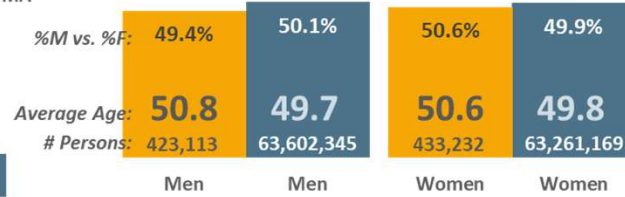
# P35-64

.7% or 856,345 of USA Adults 35 - 64 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.  
 Typical Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 50.7 years old (1.9% older than average) and have a \$112,557 (5.2% higher than average) annual household income.

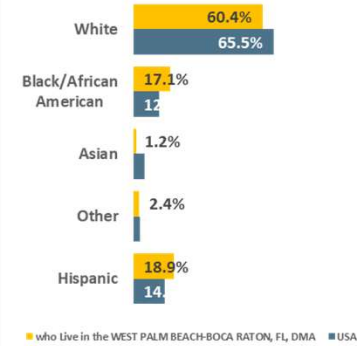
## Percent of Market: Adults 35 - 64



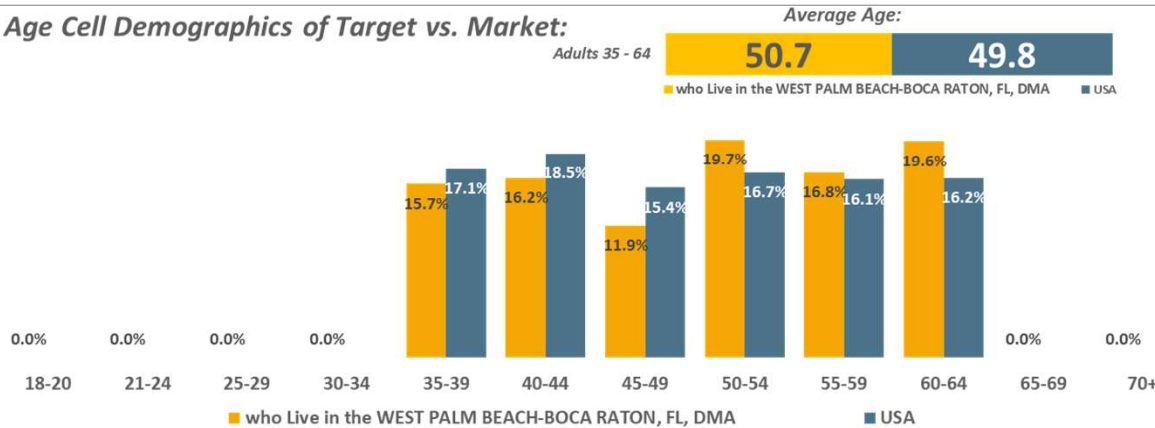
## Gender of Target vs. Market: Adults 35 - 64



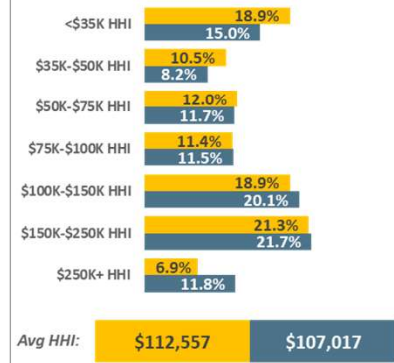
## Ethnicity of Target vs. Market:



## Age Cell Demographics of Target vs. Market:



## HHI of Target vs. Market:



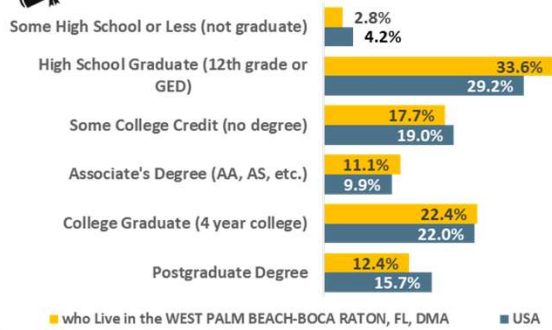


# P18+

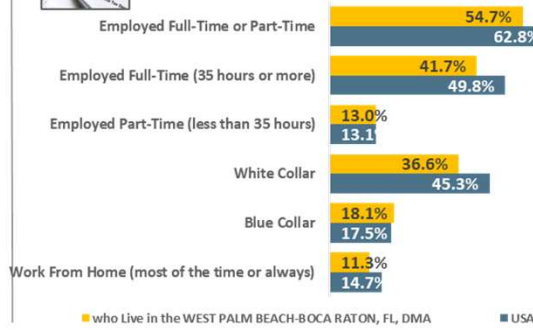
.7% or 1,943,998 of USA Adults 18 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 7.6% less likely to be a college graduate, 16.1% less likely to work full-time, 5.6% less likely to be married, 35.7% less likely to be a parent of 1 or more children under 18.



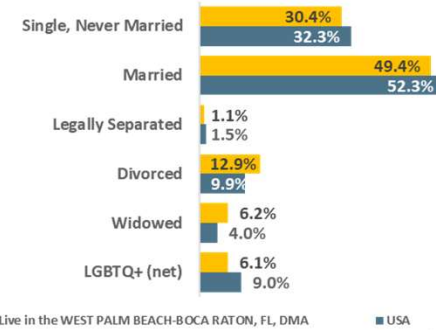
## Education Levels: Adults 18 or older



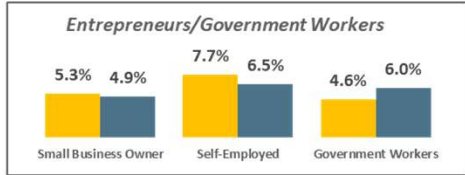
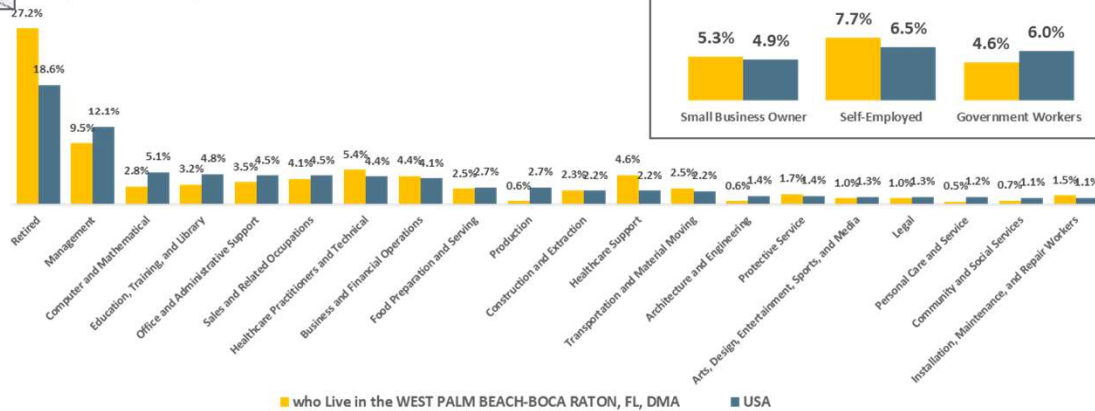
## Employment: Adults 18 or older



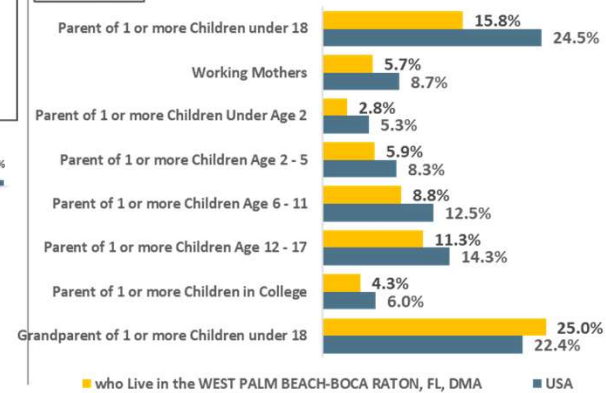
## Marital Status: Adults 18 or older



## Top-20 Occupations: Adults 18 or older



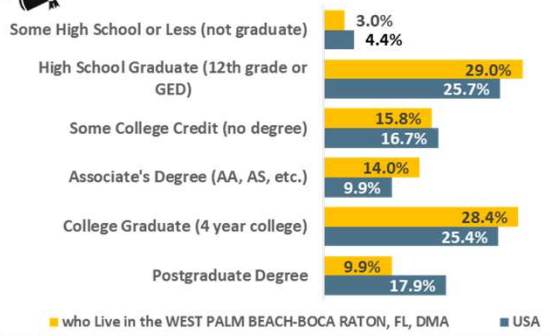
## Stage in Life: Adults 18 or older



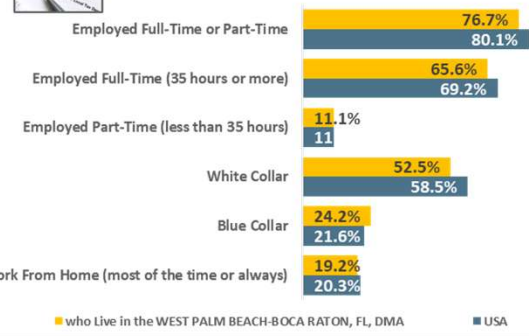


.6% or 797,399 of USA Adults 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.  
 Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 11.5% less likely to be a college graduate, 5.2% less likely to work full-time, 13.8% less likely to be married, 21.6% less likely to be a parent of 1 or more children under 18.

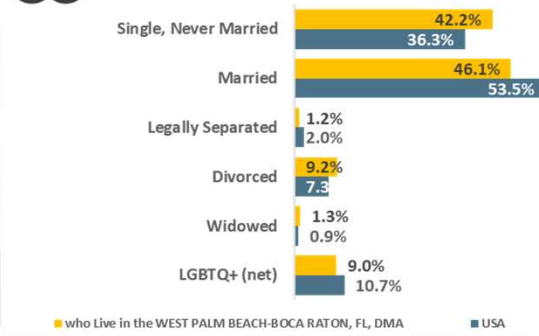
### Education Levels: Adults 25 - 54



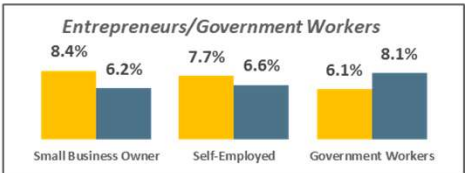
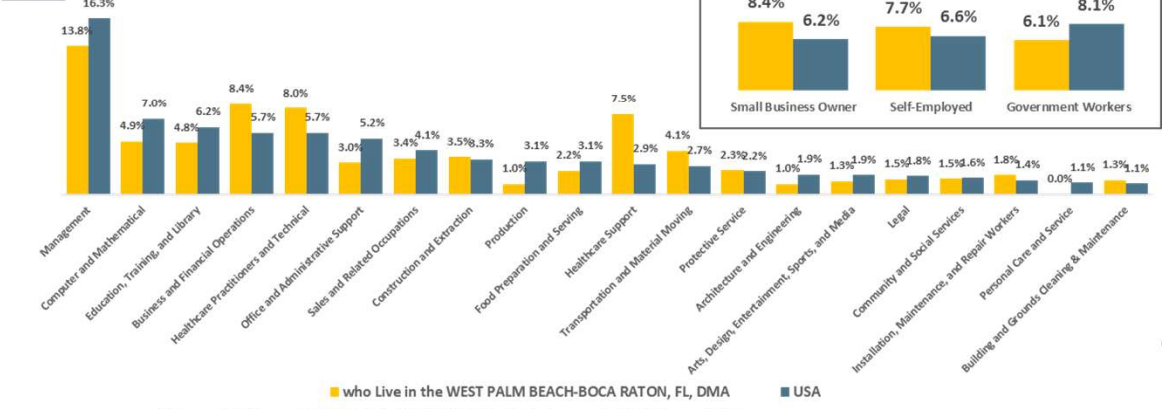
### Employment: Adults 25 - 54



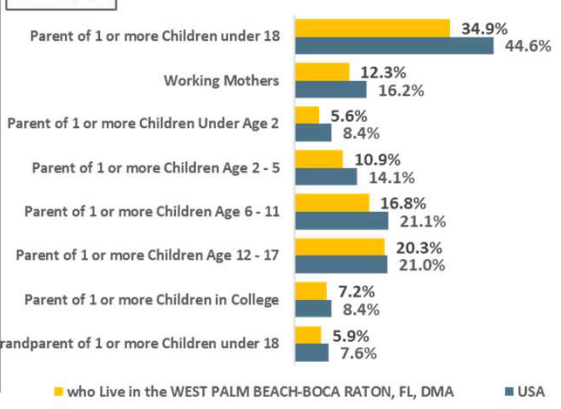
### Marital Status: Adults 25 - 54



### Top-20 Occupations: Adults 25 - 54



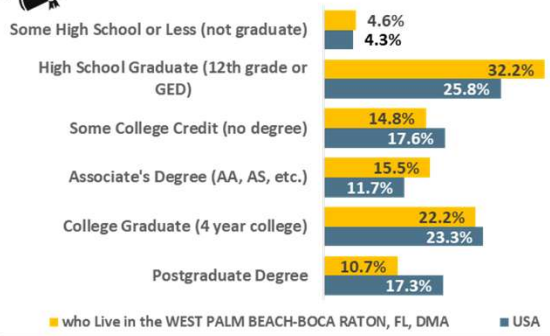
### Stage in Life: Adults 25 - 54



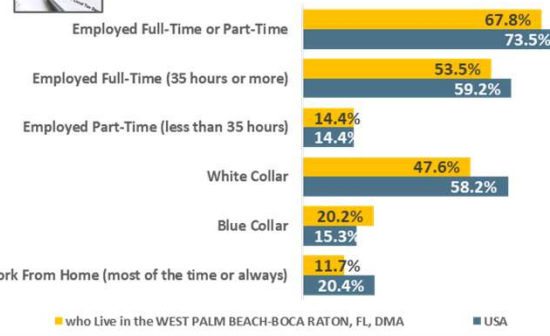


.6% or 395,587 of USA Women 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.  
 Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 19.1% less likely to be a college graduate, 9.6% less likely to work full-time, 18.6% less likely to be married, 20.7% less likely to be a parent of 1 or more children under 18.

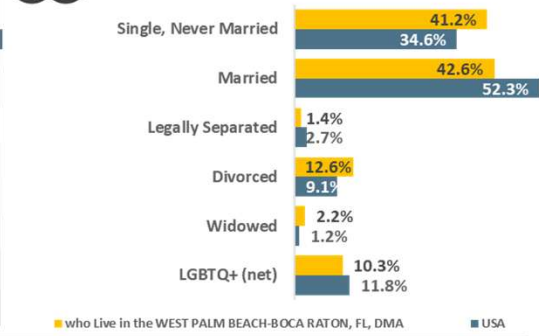
### Education Levels: Women 25 - 54



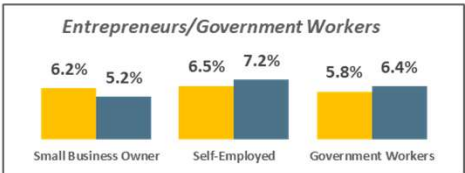
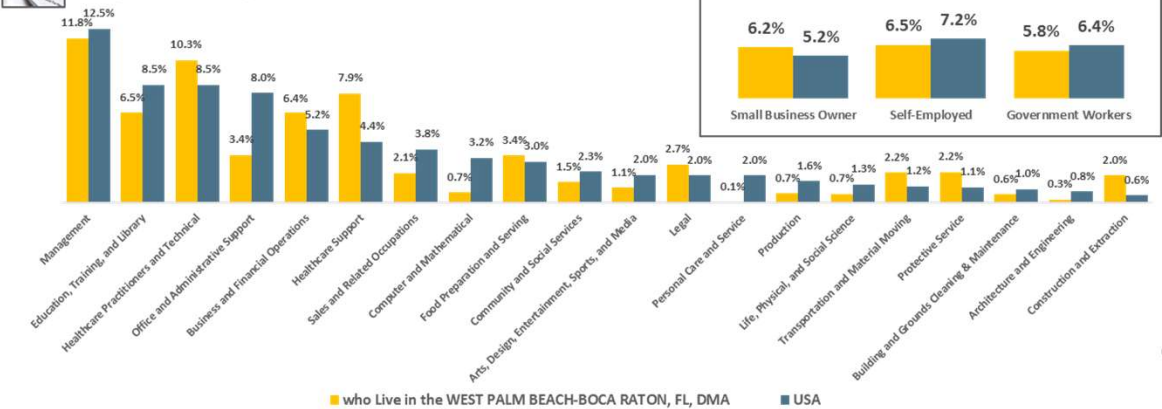
### Employment: Women 25 - 54



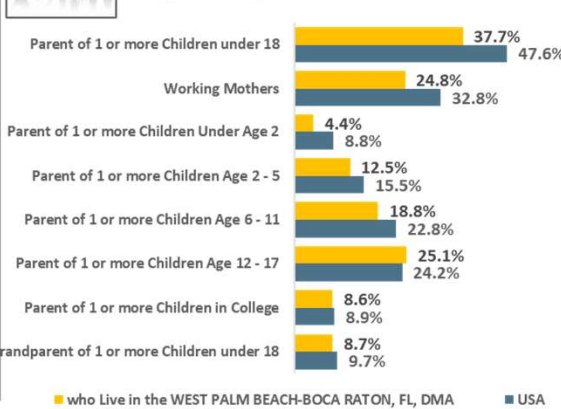
### Marital Status: Women 25 - 54



### Top-20 Occupations: Women 25 - 54



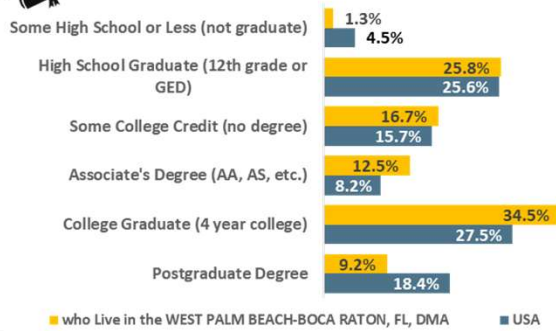
### Stage in Life: Women 25 - 54



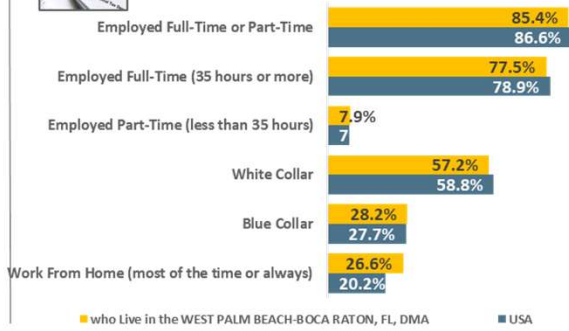


.6% or 401,812 of USA Men 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.  
 Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 4.8% less likely to be a college graduate, 1.8% less likely to work full-time, 9.3% less likely to be married, 22.7% less likely to be a parent of 1 or more children under 18.

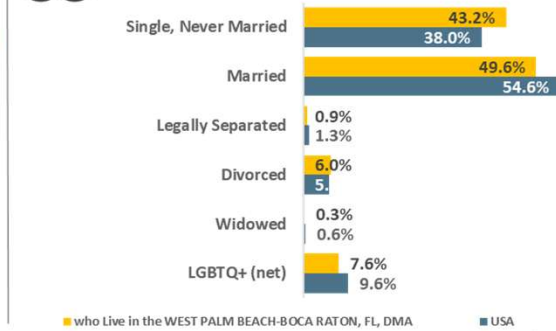
### Education Levels: Men 25 - 54



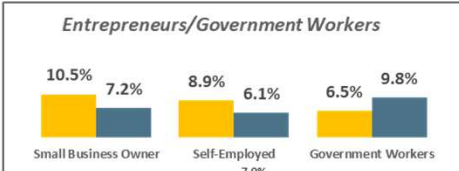
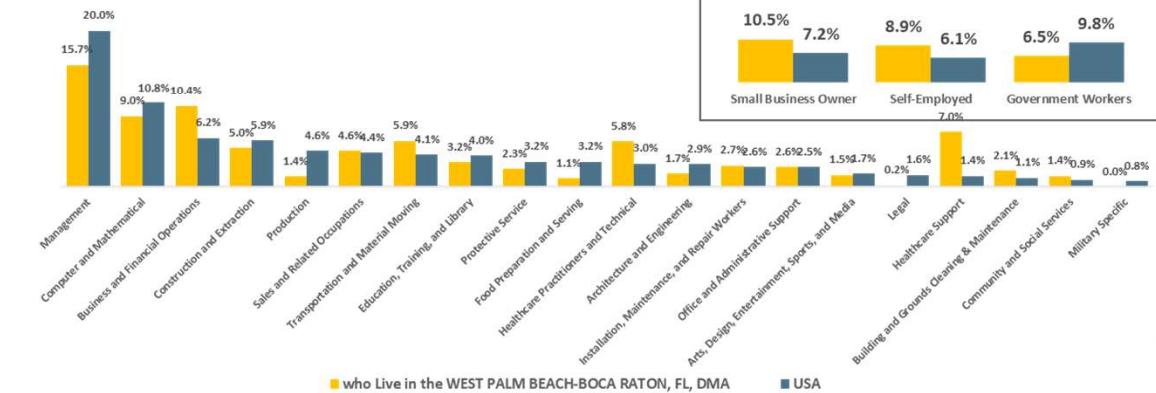
### Employment: Men 25 - 54



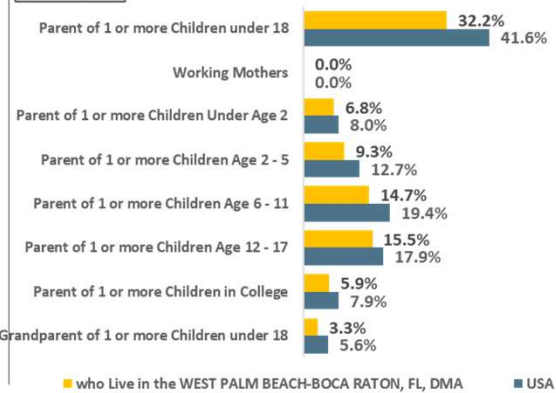
### Marital Status: Men 25 - 54



### Top-20 Occupations: Men 25 - 54



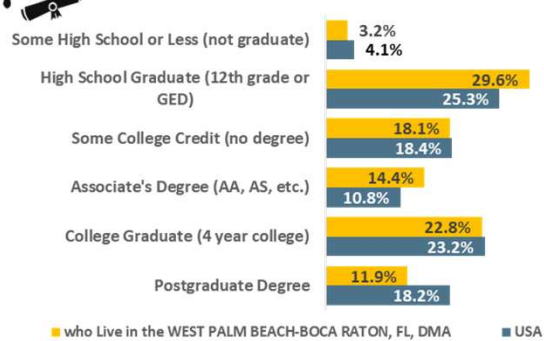
### Stage in Life: Men 25 - 54



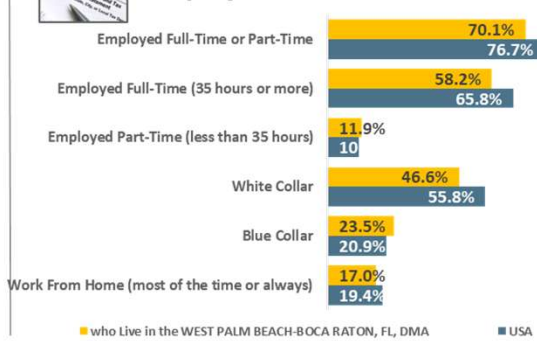


.7% or 856,345 of USA Adults 35 - 64 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.  
 Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 16.1% less likely to be a college graduate, 11.5% less likely to work full-time, 15.3% less likely to be married, 24.4% less likely to be a parent of 1 or more children under 18.

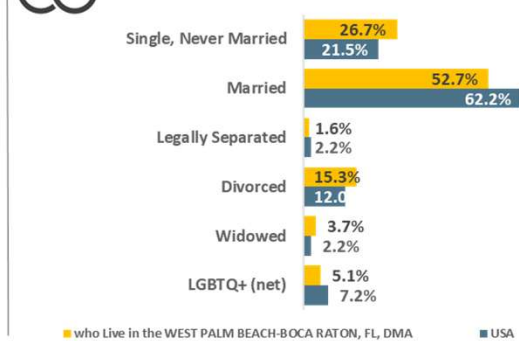
### Education Levels: Adults 35 - 64



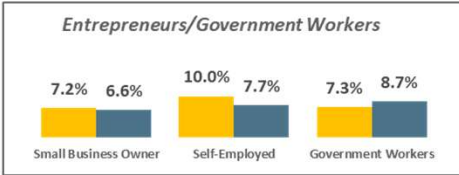
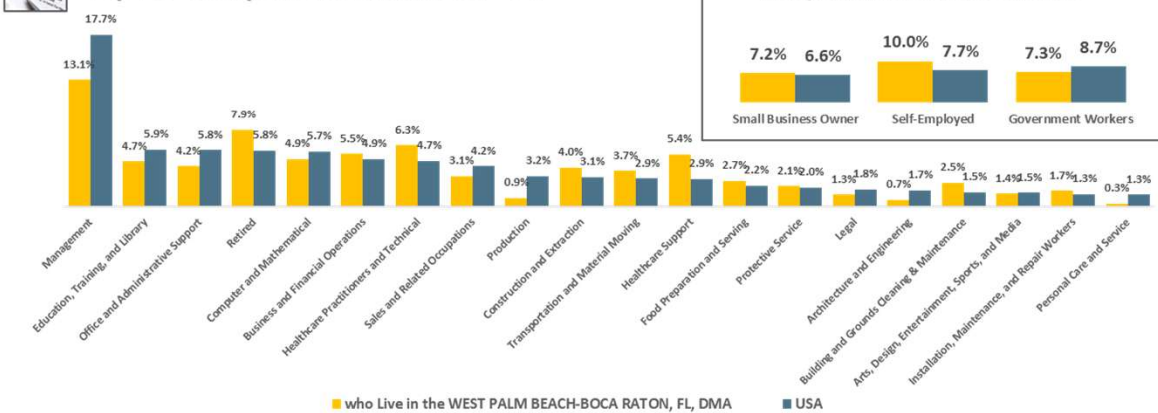
### Employment: Adults 35 - 64



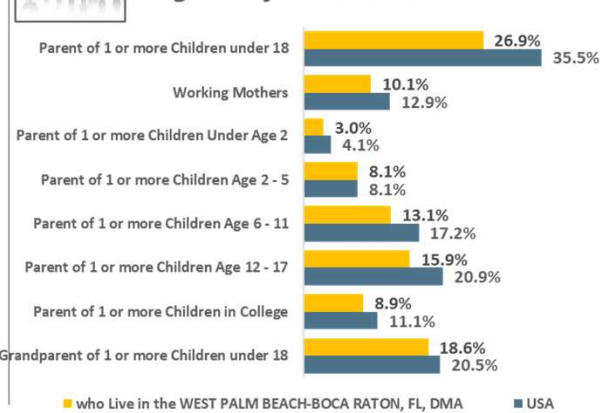
### Marital Status: Adults 35 - 64



### Top-20 Occupations: Adults 35 - 64



### Stage in Life: Adults 35 - 64

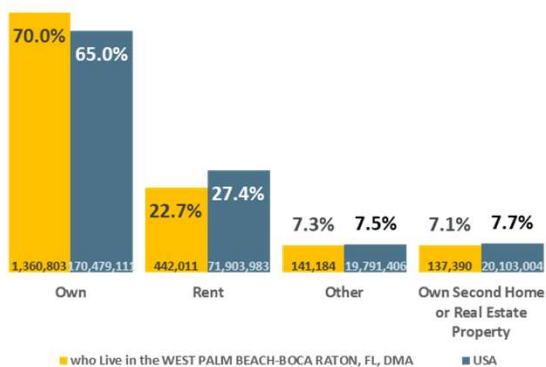




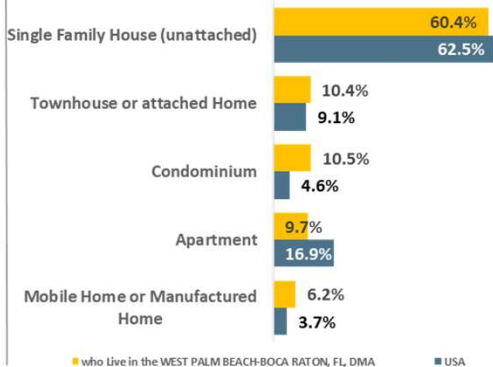
**P18+**

.7% or 1,943,998 of USA Adults 18 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 7.7% more likely to own their home, 28.7% more likely to own a higher valued home, 3.4% less likely to have a single-family home, 3.2% less likely to have a dog.

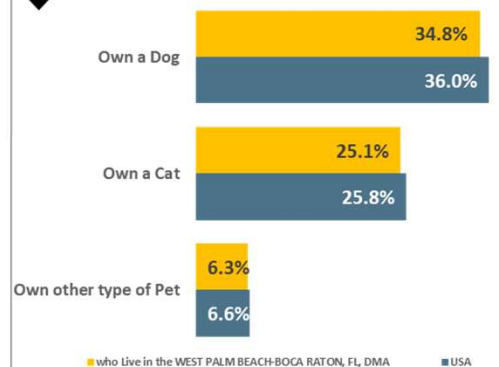
**Own/Rent/Other: Adults 18 or older**



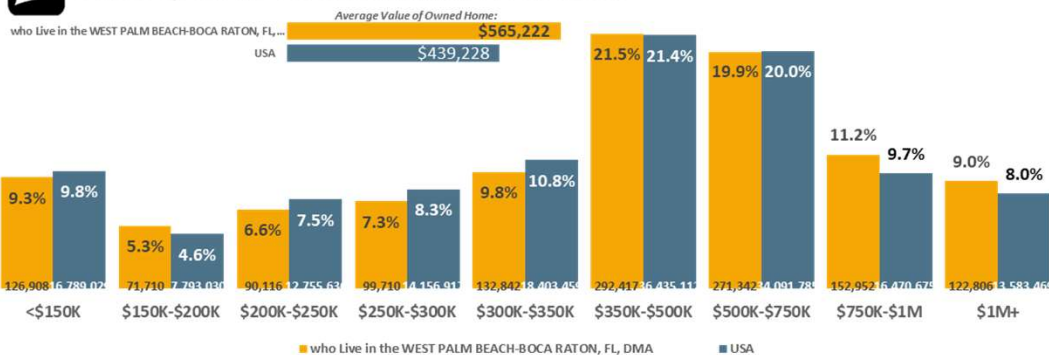
**Type of Home: Adults 18 or older**



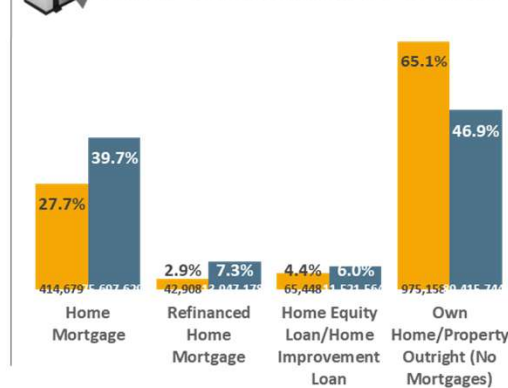
**Pets in Home: Adults 18 or older**



**Value of Owned Home: Adults 18 or older**



**Home Loans: Adults 18 or older**

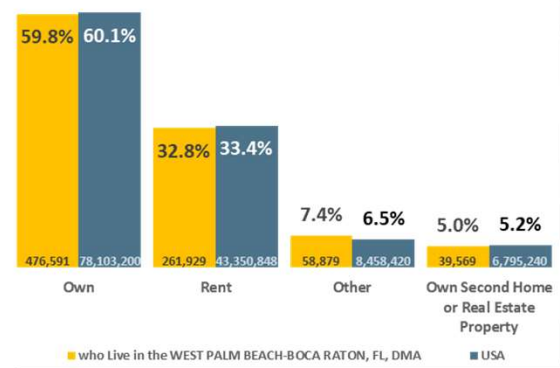




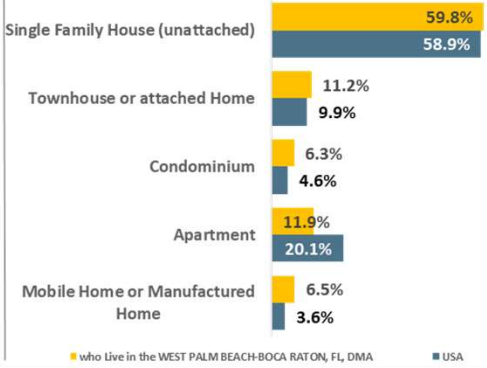
# P25-54

.6% or 797,399 of USA Adults 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.  
 Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are .6% less likely to own their home, 34.% more likely to own a higher valued home, 1.5% more likely to have a single-family home, 3.2% less likely to have a dog.

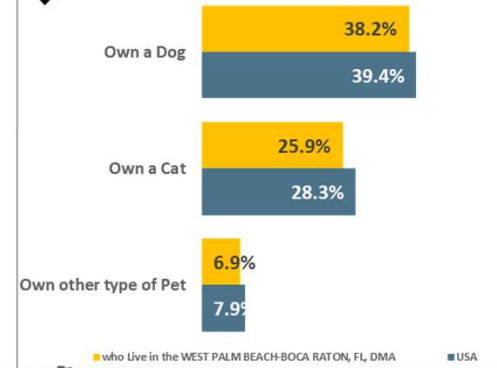
## Own/Rent/Other: Adults 25 - 54



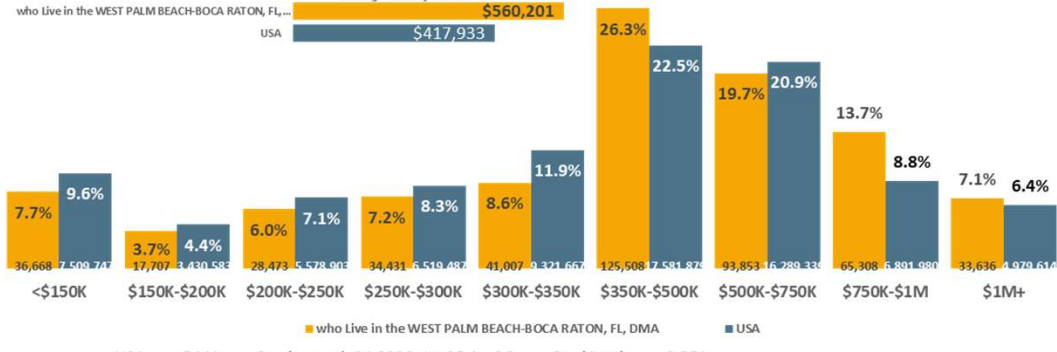
## Type of Home: Adults 25 - 54



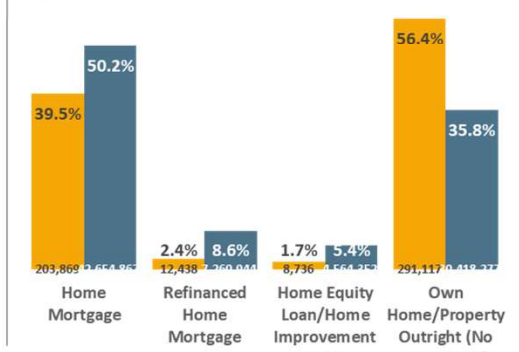
## Pets in Home: Adults 25 - 54



## Value of Owned Home: Adults 25 - 54



## Home Loans: Adults 25 - 54

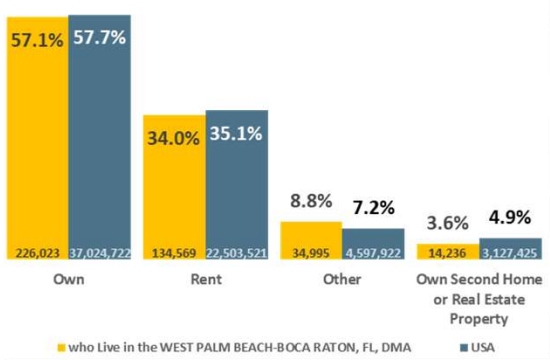


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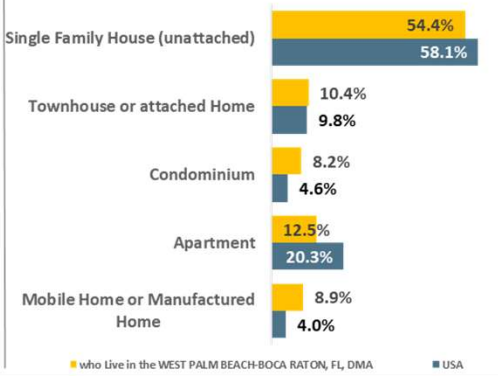


.6% or 395,587 of USA Women 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.  
 Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 1.% less likely to own their home, 28.3% more likely to own a higher valued home, 6.4% less likely to have a single-family home, .8% less likely to have a dog.

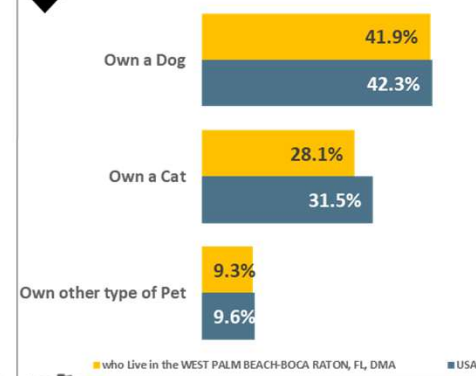
### Own/Rent/Other: Women 25 - 54



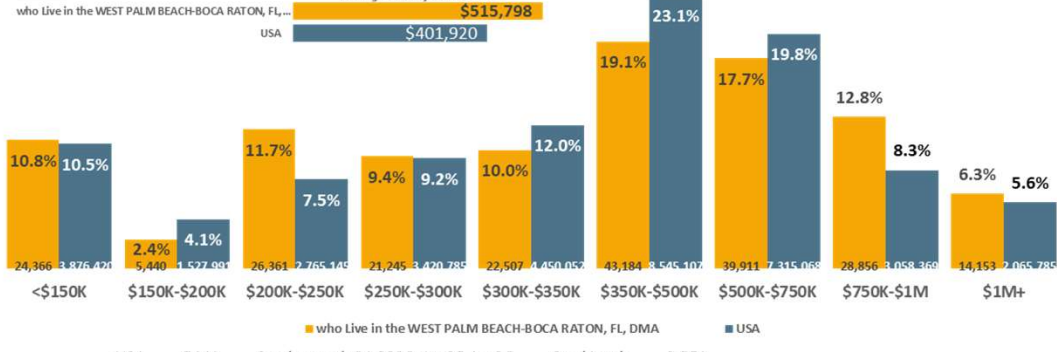
### Type of Home: Women 25 - 54



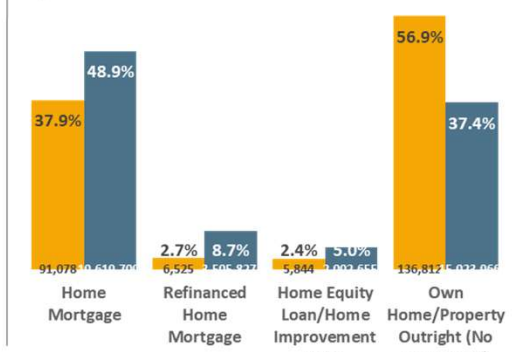
### Pets in Home: Women 25 - 54



### Value of Owned Home: Women 25 - 54



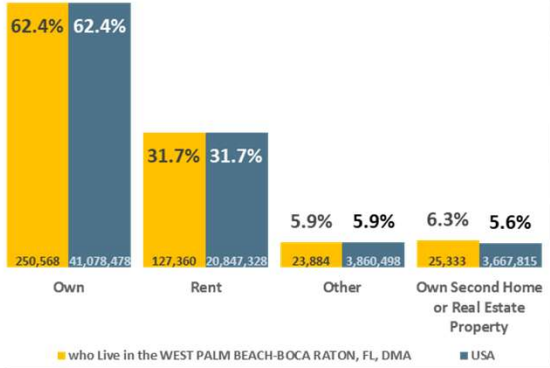
### Home Loans: Women 25 - 54



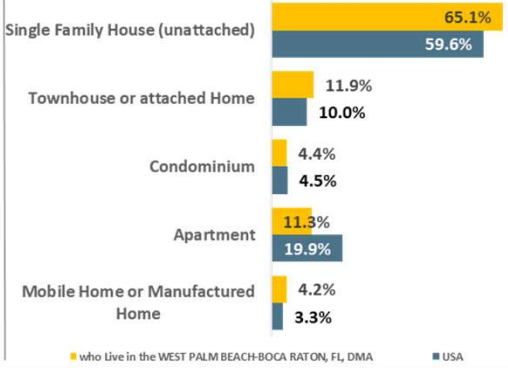


.6% or 401,812 of USA Men 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.  
 Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are .1% less likely to own their home, 38.8% more likely to own a higher valued home, 9.2% more likely to have a single-family home, 6.1% less likely to have a dog.

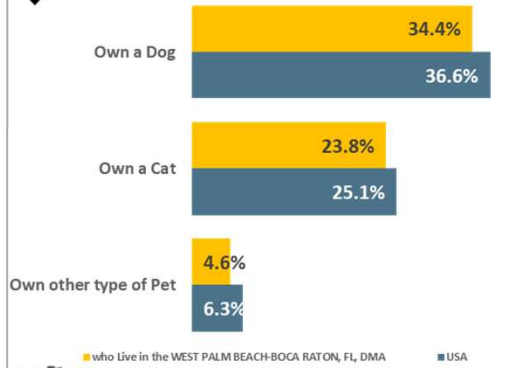
### Own/Rent/Other: Men 25 - 54



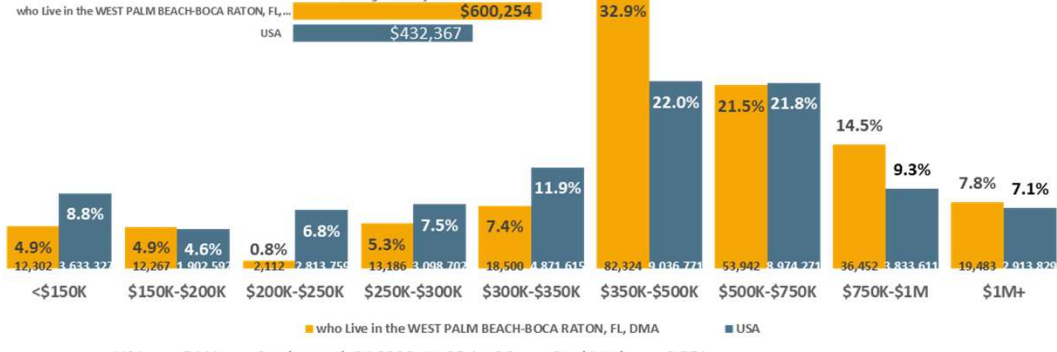
### Type of Home: Men 25 - 54



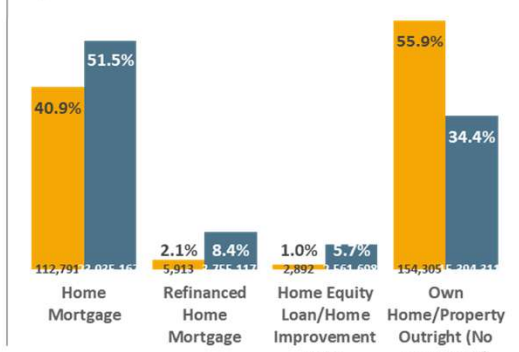
### Pets in Home: Men 25 - 54



### Value of Owned Home: Men 25 - 54



### Home Loans: Men 25 - 54

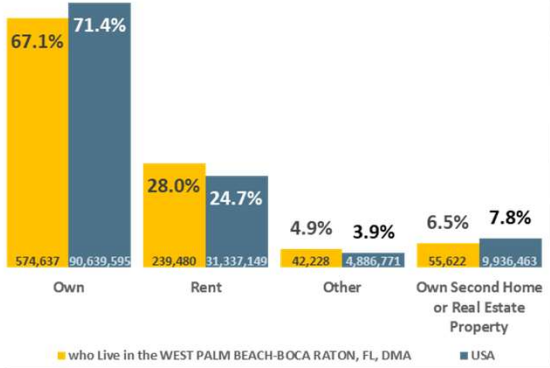


USA DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551  
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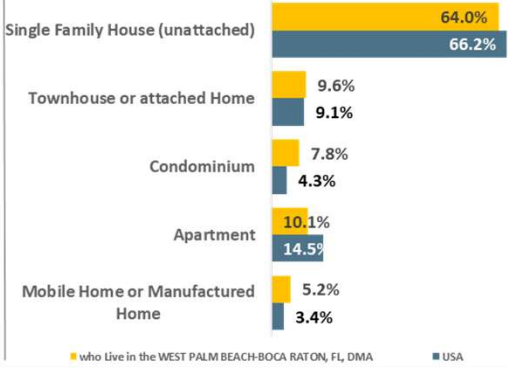


.7% or 856,345 of USA Adults 35 - 64 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.  
 Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 6.1% less likely to own their home, 30.3% more likely to own a higher valued home, 3.4% less likely to have a single-family home, 3.9% less likely to have a dog.

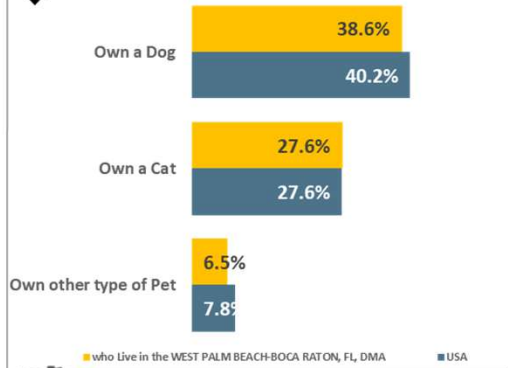
### Own/Rent/Other: Adults 35 - 64



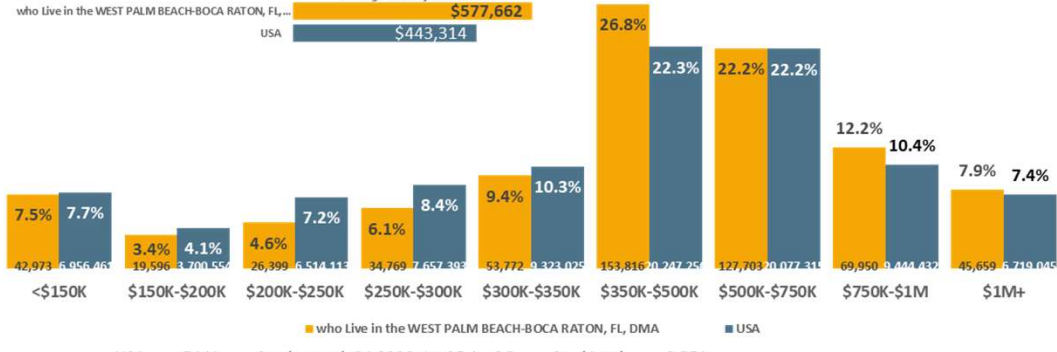
### Type of Home: Adults 35 - 64



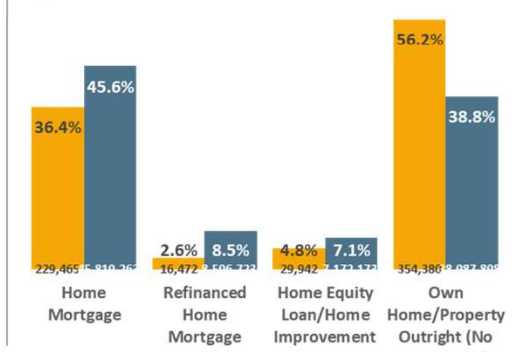
### Pets in Home: Adults 35 - 64



### Value of Owned Home: Adults 35 - 64



### Home Loans: Adults 35 - 64

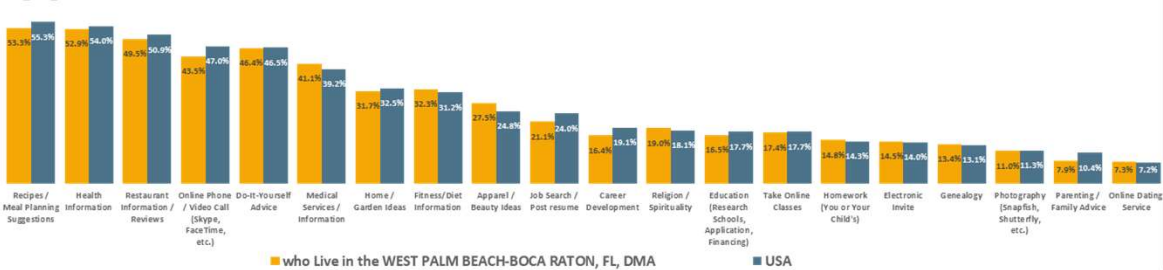


USA DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551  
 All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371

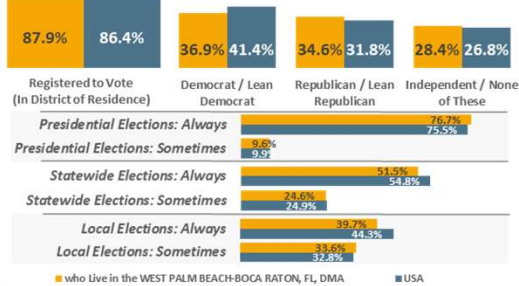


.7% or 1,943,998 of USA Adults 18 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are .3% less likely to look up D-I-Y advice online, 10.4% less likely to always vote in local elections, 6.2% less likely to belong to a gym, .3% more likely to fly domestic past yr.

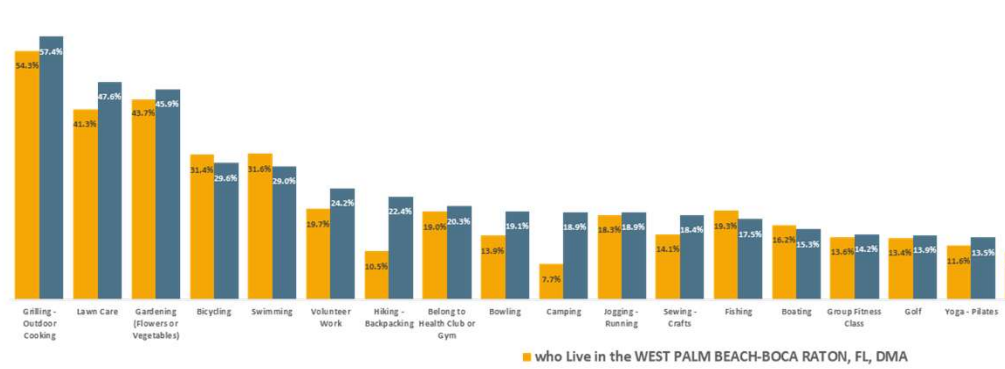
**Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older**



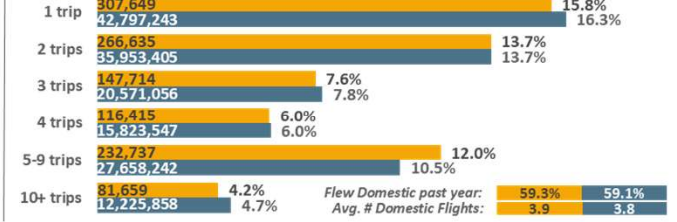
**Political Activity: Adults 18 or older**



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



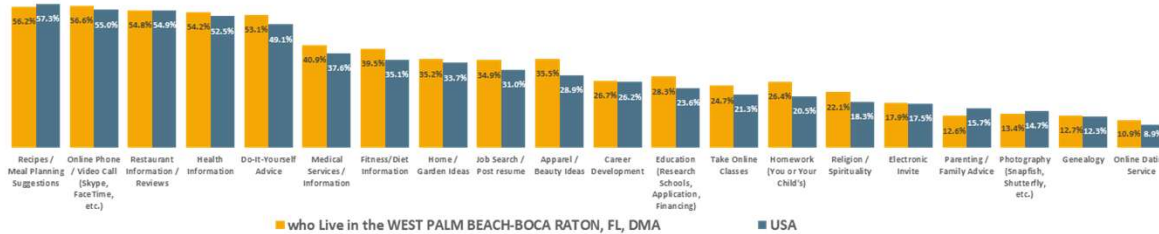
**Past 12-months Domestic Airline Trips: Adults 18 or older**



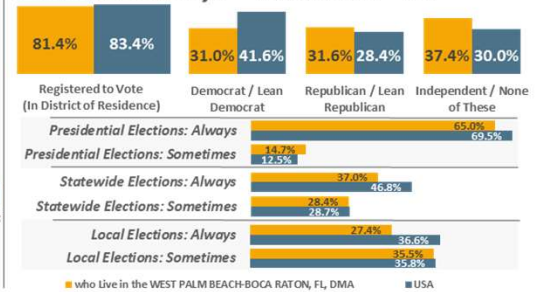


.6% or 797,399 of USA Adults 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.  
 Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 8.8% more likely to look up D-I-Y advice online, 25.1% less likely to always vote in local elections, .1% more likely to belong to a gym, 1.7% less likely to fly domestic past yr.

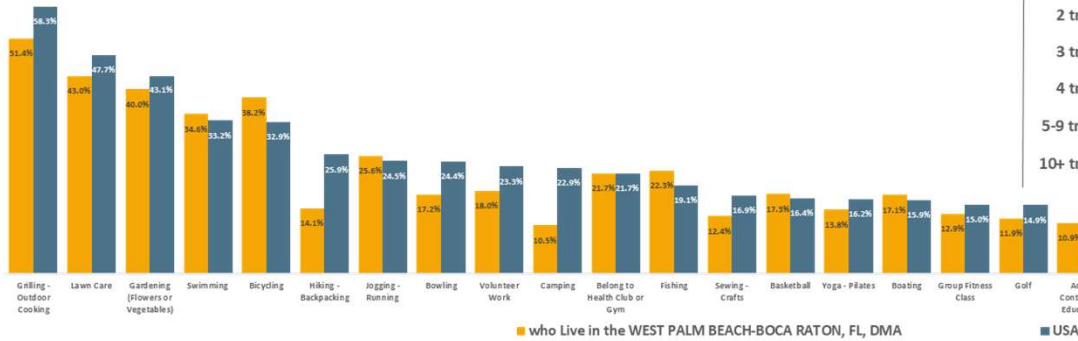
**Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 54**



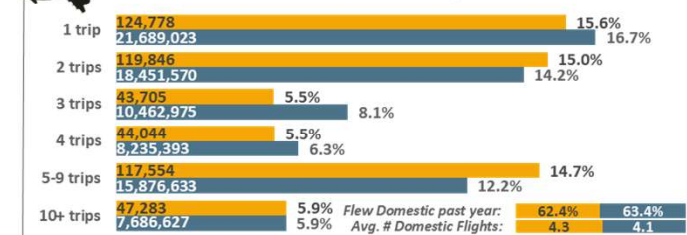
**Political Activity: Adults 25 - 54**



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



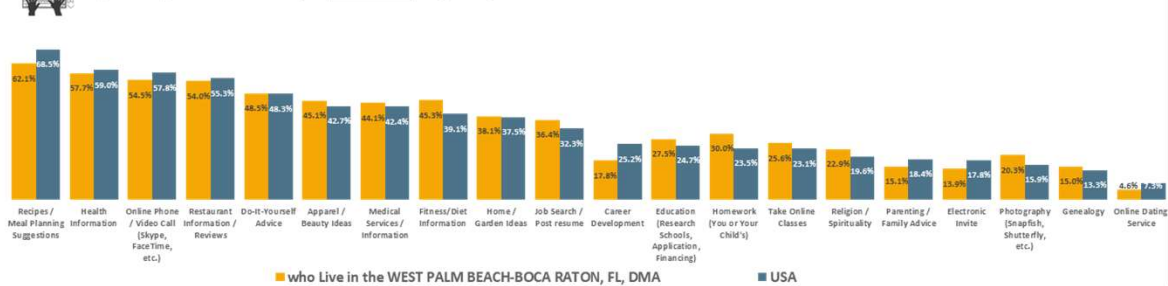
**Past 12-months Domestic Airline Trips: Adults 25 - 54**



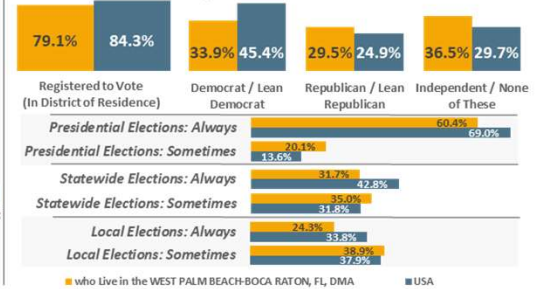


.6% or 395,587 of USA Women 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.  
 Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are .5% more likely to look up D-I-Y advice online, 28.3% less likely to always vote in local elections, 4.4% less likely to belong to a gym, 2.5% more likely to fly domestic past yr.

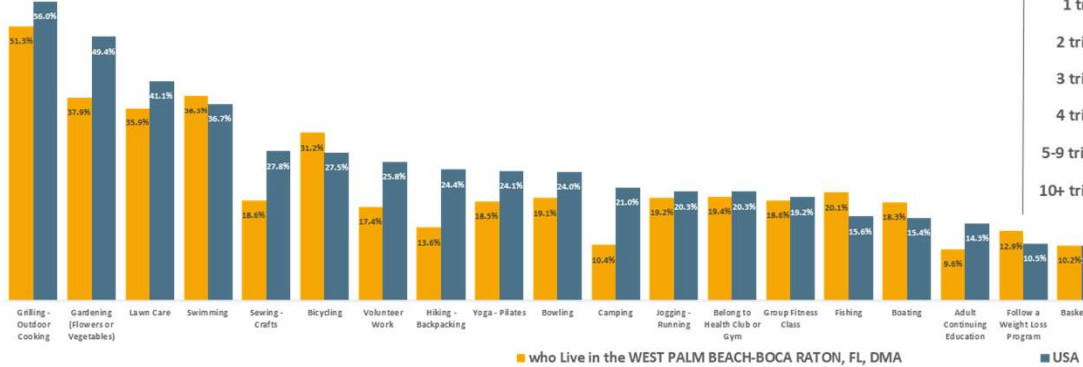
**Top-20 past 30-days Online Lifestyle Activities: Women 25 - 54**



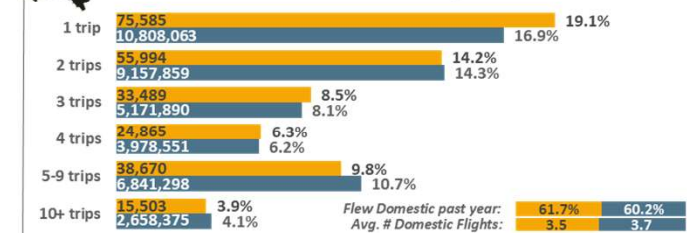
**Political Activity: Women 25 - 54**



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



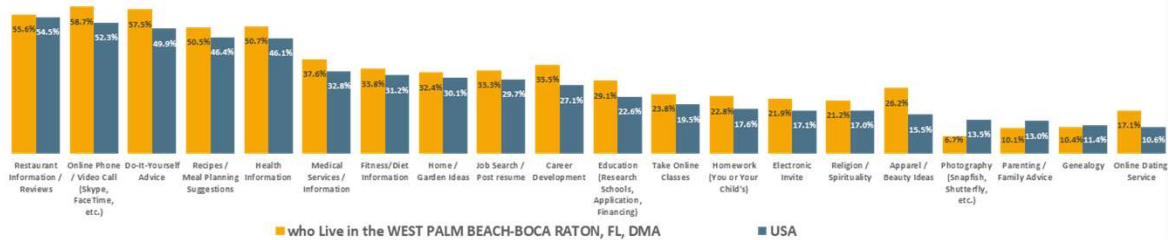
**Past 12-months Domestic Airline Trips: Women 25 - 54**



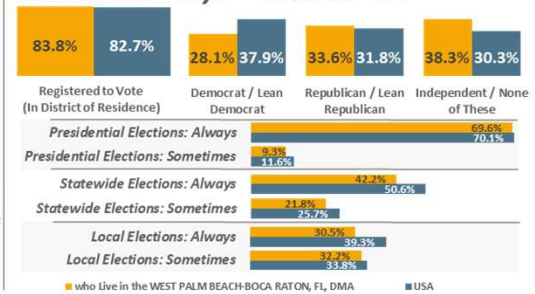


.6% or 401,812 of USA Men 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.  
 Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 15.3% more likely to look up D-I-Y advice online, 22.4% less likely to always vote in local elections, 4% more likely to belong to a gym, 5.4% less likely to fly domestic past yr.

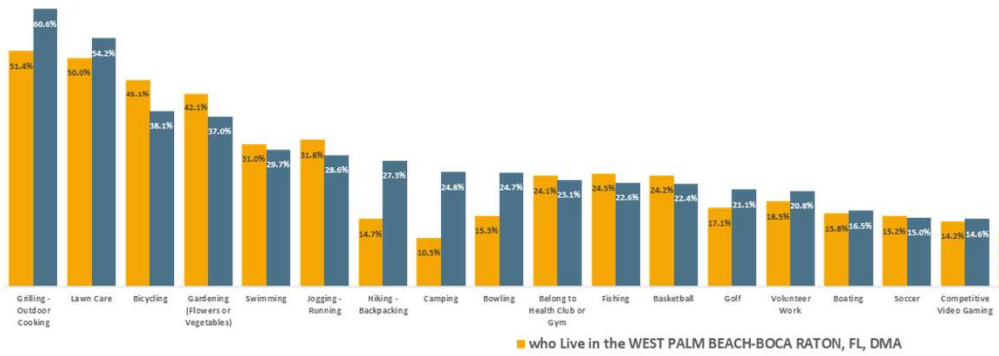
**Top-20 past 30-days Online Lifestyle Activities: Men 25 - 54**



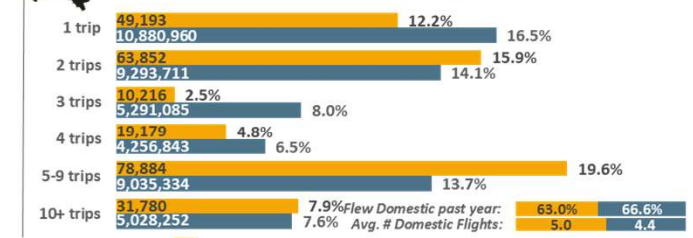
**Political Activity: Men 25 - 54**



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



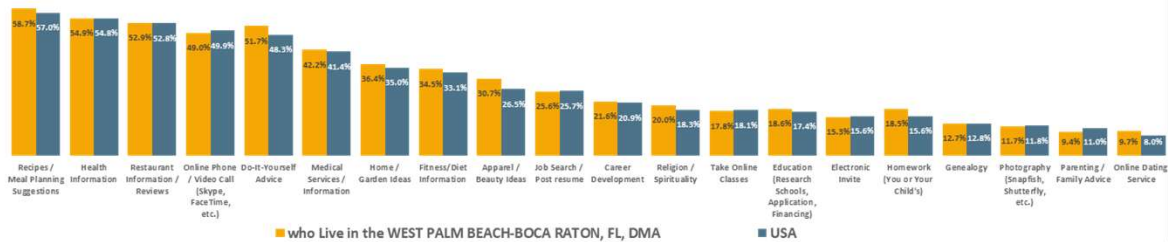
**Past 12-months Domestic Airline Trips: Men 25 - 54**



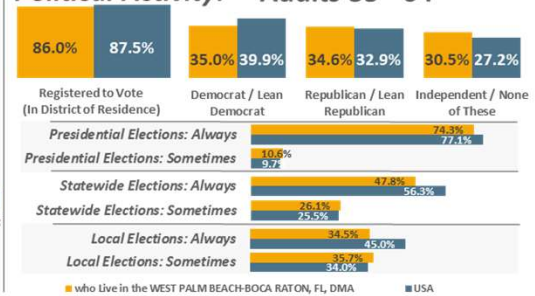


.7% or 856,345 of USA Adults 35 - 64 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.  
 Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 7.7% more likely to look up D-I-Y advice online, 23.3% less likely to always vote in local elections, 7.8% less likely to belong to a gym, 5.3% less likely to fly domestic past yr.

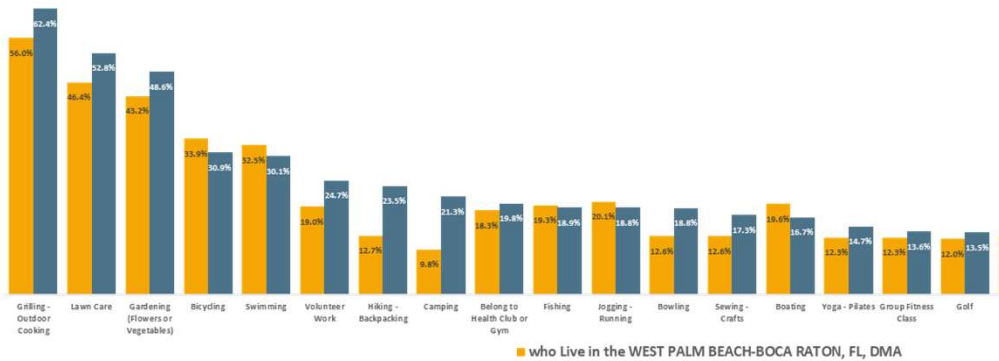
**Top-20 past 30-days Online Lifestyle Activities: Adults 35 - 64**



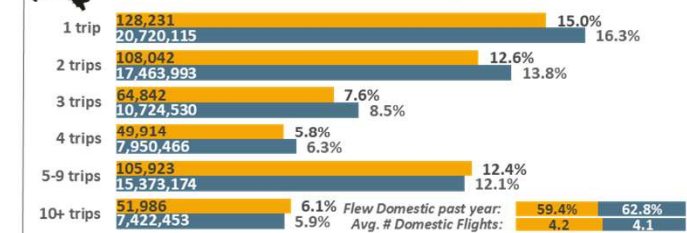
**Political Activity: Adults 35 - 64**



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



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

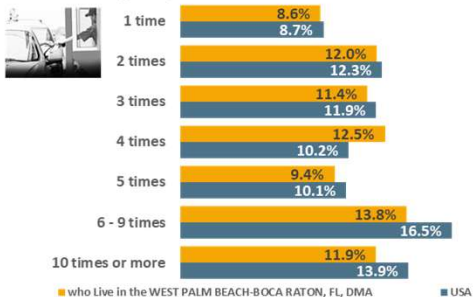




**P18+**

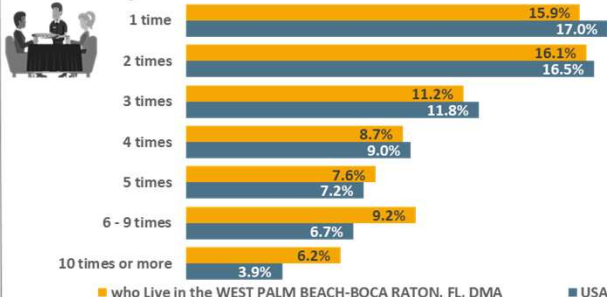
.7% or 1,943,998 of USA Adults 18 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 5.% less likely to use QSRs past mo., 4.1% more likely to use Sit-Down Restaurants past mo., 19.4% less likely to use Casinos past yr., 14.5% less likely to smoke cigarettes.

**Past 30-days QSR Users: Adults 18 or older**



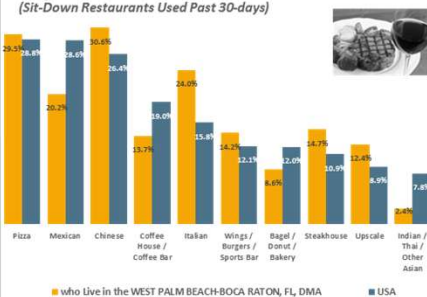
Metric	West Palm Beach-Boca Raton, FL, DMA	USA
Total Monthly QSR Users:	79.4%	83.6%
Avg. Monthly QSR Meals:	5.6	5.9

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



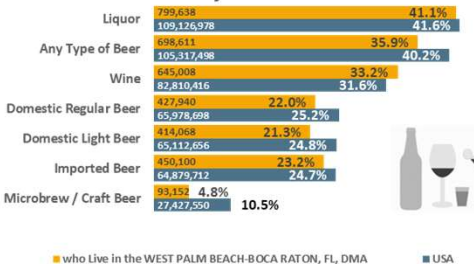
Metric	West Palm Beach-Boca Raton, FL, DMA	USA
Total Monthly Sit-Down Restaurant Users:	75.0%	72.1%
Avg. Monthly Sit-Down Restaurant Meals:	4.2	3.7

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

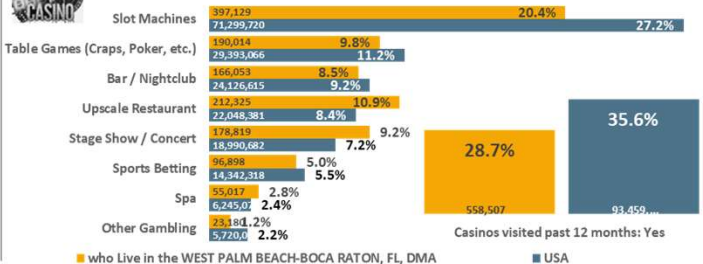


Metric	West Palm Beach-Boca Raton, FL, DMA	USA
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	19.9%	19.7%

**Drank Past 30-days: Adults 18 or older**

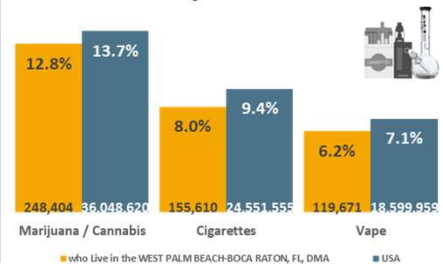


**Past 12 months Casino Activities: Adults 18 or older**



Metric	West Palm Beach-Boca Raton, FL, DMA	USA
Casinos visited past 12 months: Yes	28.7%	35.6%

**Used Past 30-days: Adults 18 or older**

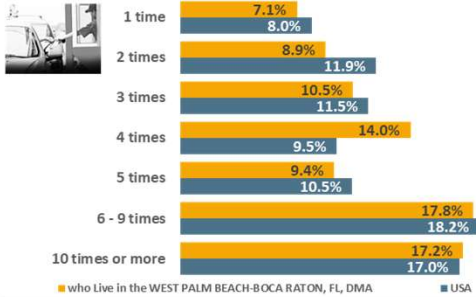




# P25-54

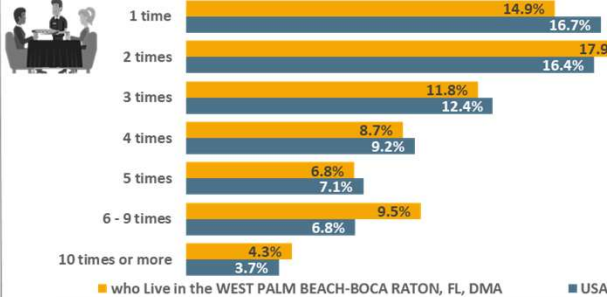
.6% or 797,399 of USA Adults 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.  
 Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 1.9% less likely to use QSRs past mo., 1.9% more likely to use Sit-Down Restaurants past mo., 19.9% less likely to use Casinos past yr., 6.2% less likely to smoke cigarettes.

### Past 30-days QSR Users: Adults 25 - 54



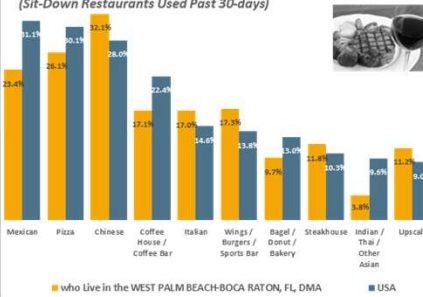
Metric	West Palm Beach, FL DMA	USA
Total Monthly QSR Users	84.9%	86.5%
Avg. Monthly QSR Meals	6.5	6.3

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



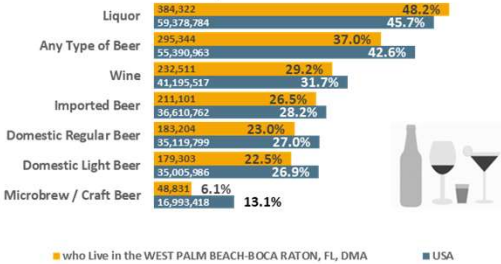
Metric	West Palm Beach, FL DMA	USA
Total Monthly Sit-Down Restaurant Users	73.8%	72.4%
Avg. Monthly Sit-Down Restaurant Meals	3.9	3.7

### Top-10 Cuisines: Adults 25 - 54

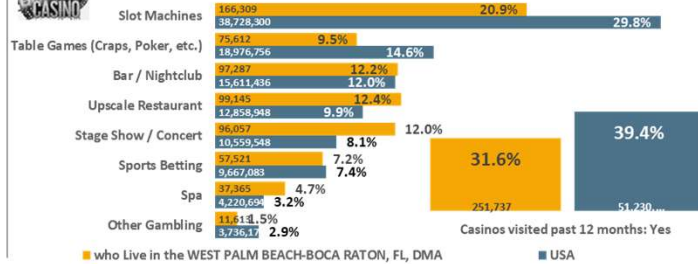


Metric	West Palm Beach, FL DMA	USA
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	27.9%	24.6%

### Drank Past 30-days: Adults 25 - 54

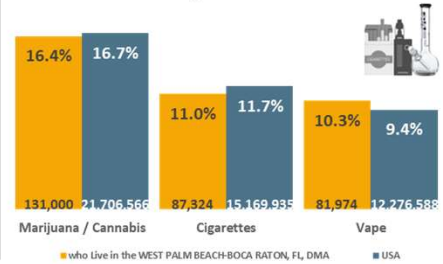


### Past 12 months Casino Activities: Adults 25 - 54



Metric	West Palm Beach, FL DMA	USA
Casinos visited past 12 months: Yes	31.6%	39.4%

### Used Past 30-days: Adults 25 - 54

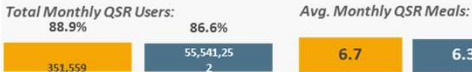
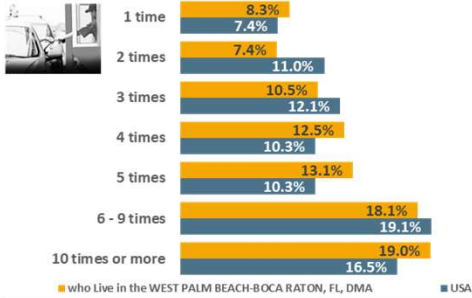




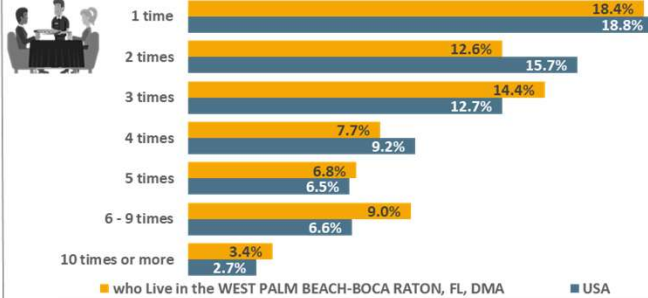
# WEST PALM BEACH, FL DMA #39 W25-54

.6% or 395,587 of USA Women 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.  
 Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 2.6% more likely to use QSRs past mo., .2% more likely to use Sit-Down Restaurants past mo., 30.8% less likely to use Casinos past yr., 34.3% less likely to smoke cigarettes.

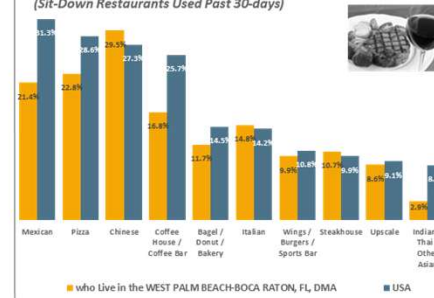
### Past 30-days QSR Users: Women 25 - 54



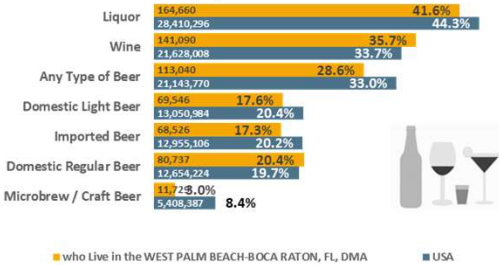
### Past 30-days Sit-Down Restaurant Users: Women 25 - 54



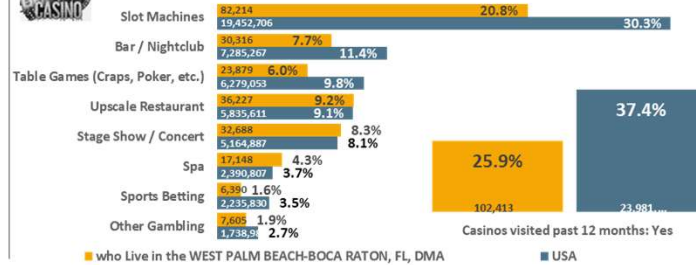
### Top-10 Cuisines: Women 25 - 54 (Sit-Down Restaurants Used Past 30-days)



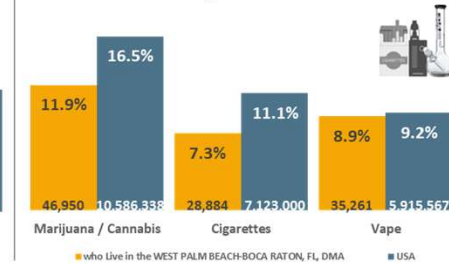
### Drank Past 30-days: Women 25 - 54



### Past 12 months Casino Activities: Women 25 - 54



### Used Past 30-days: Women 25 - 54



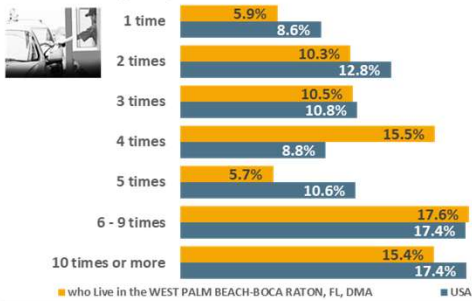


# WEST PALM BEACH, FL DMA #39

# M25-54

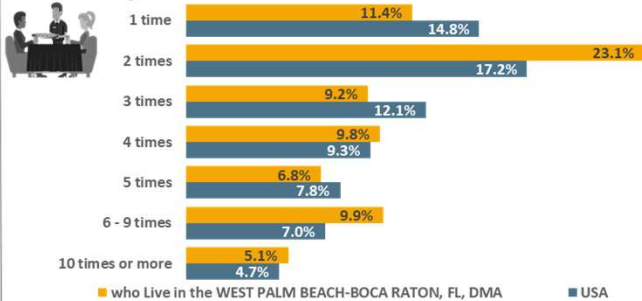
.6% or 401,812 of USA Men 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.  
 Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 6.3% less likely to use QSRs past mo., 3.5% more likely to use Sit-Down Restaurants past mo., 10.3% less likely to use Casinos past yr., 18.9% more likely to smoke cigarettes.

### Past 30-days QSR Users: Men 25 - 54



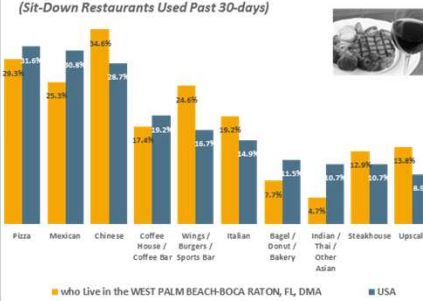
Metric	West Palm Beach DMA	USA
Total Monthly QSR Users	81.0%	86.4%
Avg. Monthly QSR Meals	6.3	6.3

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



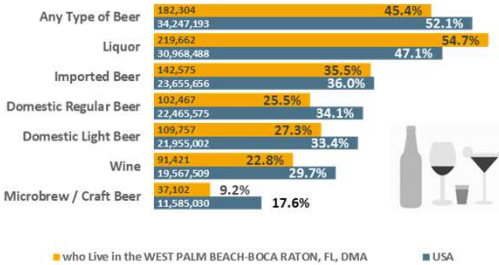
Metric	West Palm Beach DMA	USA
Total Monthly Sit-Down Restaurant Users	75.3%	72.7%
Avg. Monthly Sit-Down Restaurant Meals	4.1	3.9

### Top-10 Cuisines: Men 25 - 54

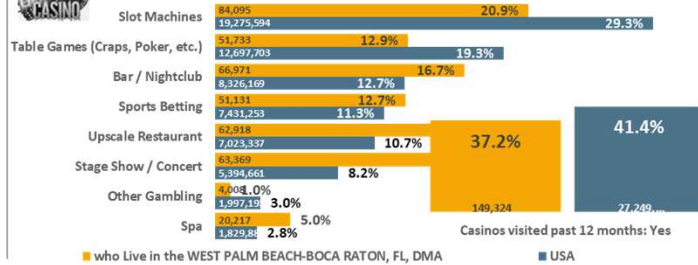


Metric	West Palm Beach DMA	USA
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	22.8%	23.7%

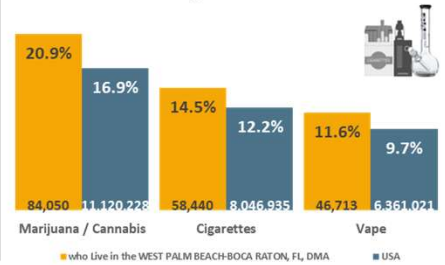
### Drank Past 30-days: Men 25 - 54



### Past 12 months Casino Activities: Men 25 - 54



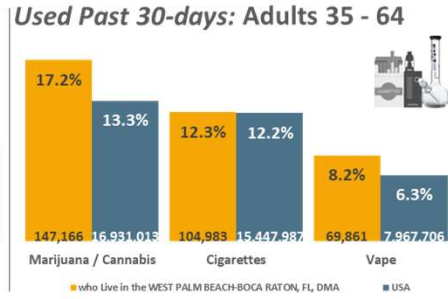
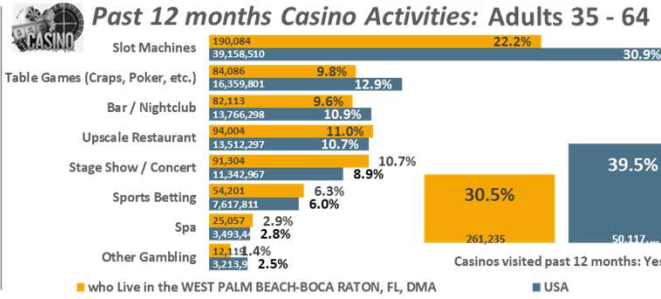
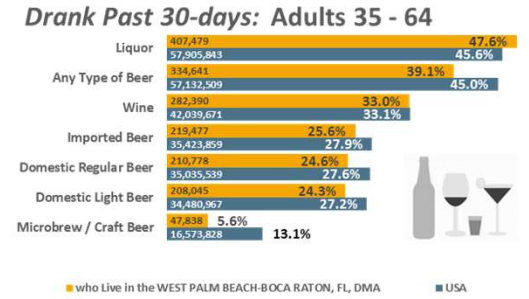
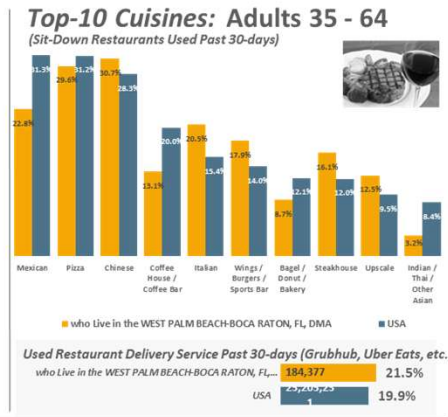
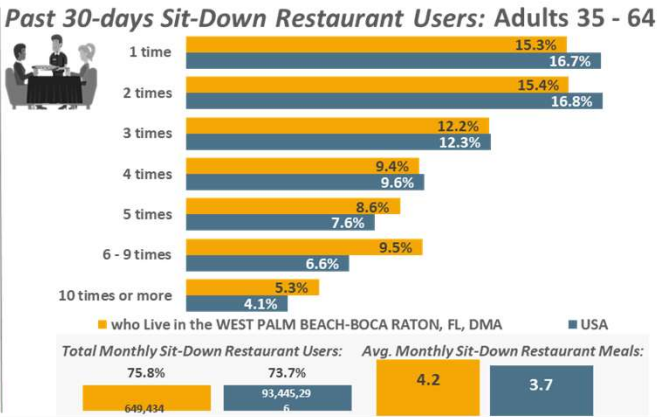
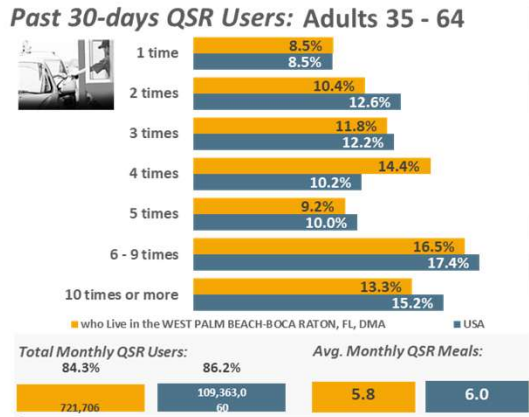
### Used Past 30-days: Men 25 - 54





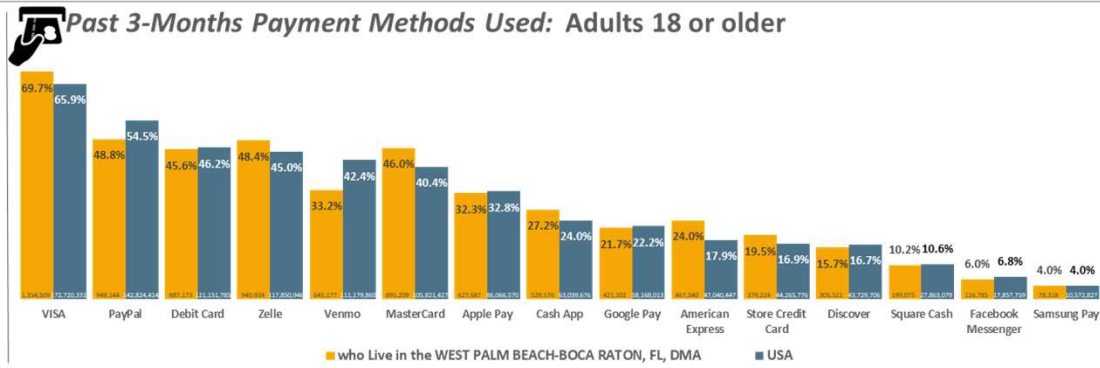
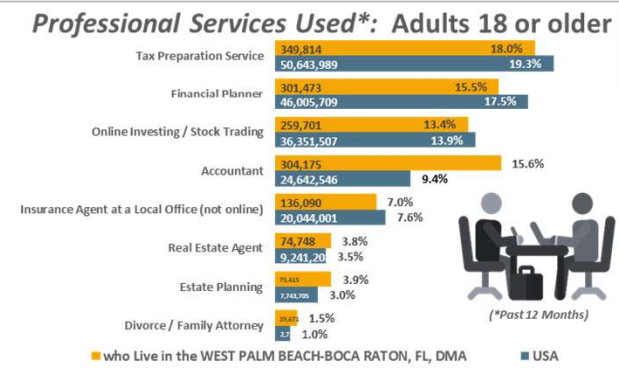
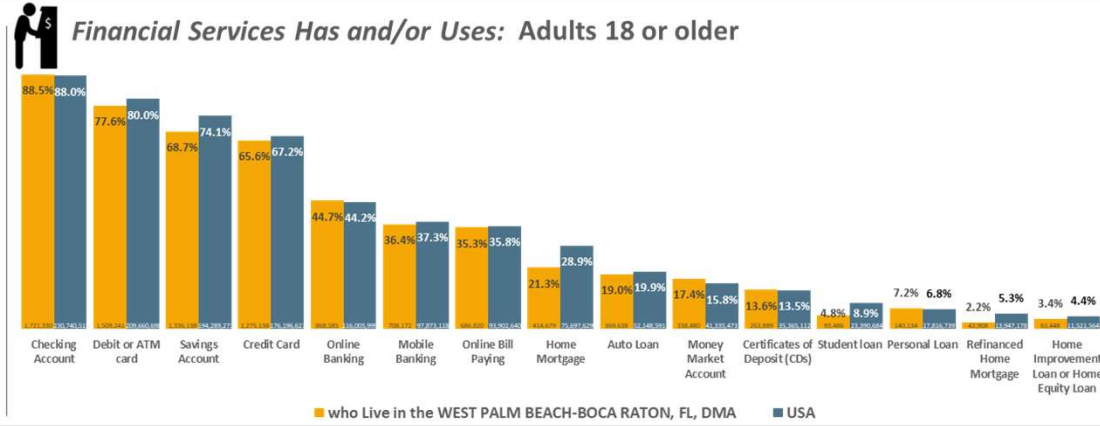
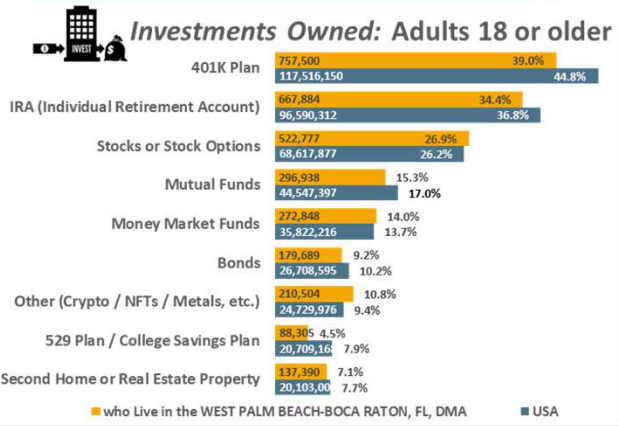
# P35-64

.7% or 856,345 of USA Adults 35 - 64 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.  
 Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 2.2% less likely to use QSRs past mo., 3% more likely to use Sit-Down Restaurants past mo., 22.8% less likely to use Casinos past yr., .7% more likely to smoke cigarettes.





.7% or 1,943,998 of USA Adults 18 or older Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 13.1% less likely to have a 401K, 4.4% less likely to have an Auto Loan, 3.7% less likely to Invest/Trade Stocks Online, 1.2% less likely to pay with their Debit Card.



USA DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551 USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371 All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.



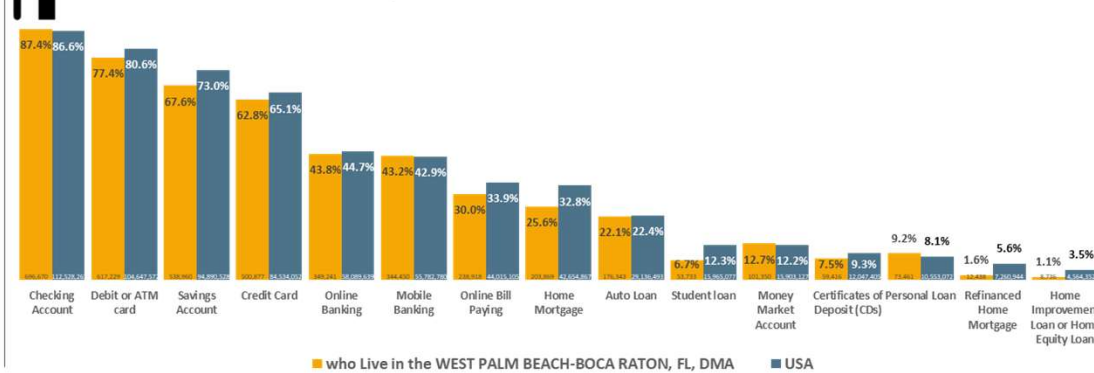
.6% or 797,399 of USA Adults 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 6.9% less likely to have a 401K, 1.4% less likely to have an Auto Loan, 8.9% less likely to Invest/Trade Stocks Online, 4.5% more likely to pay with their Debit Card.



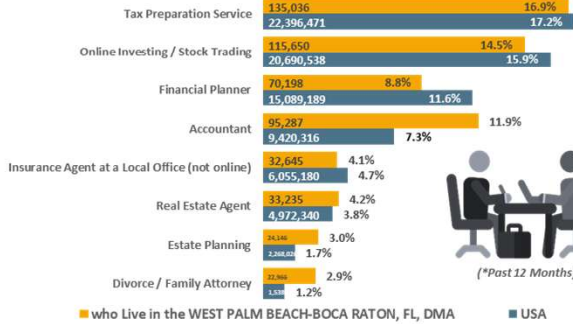
### Investments Owned: Adults 25 - 54



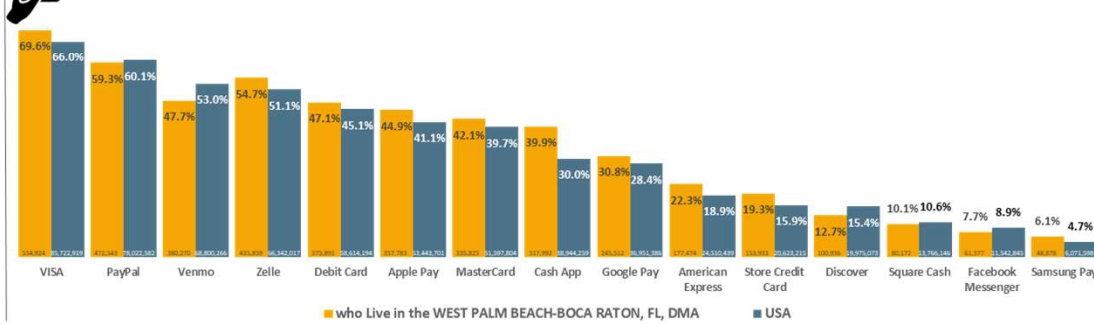
### Financial Services Has and/or Uses: Adults 25 - 54



### Professional Services Used\*: Adults 25 - 54



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

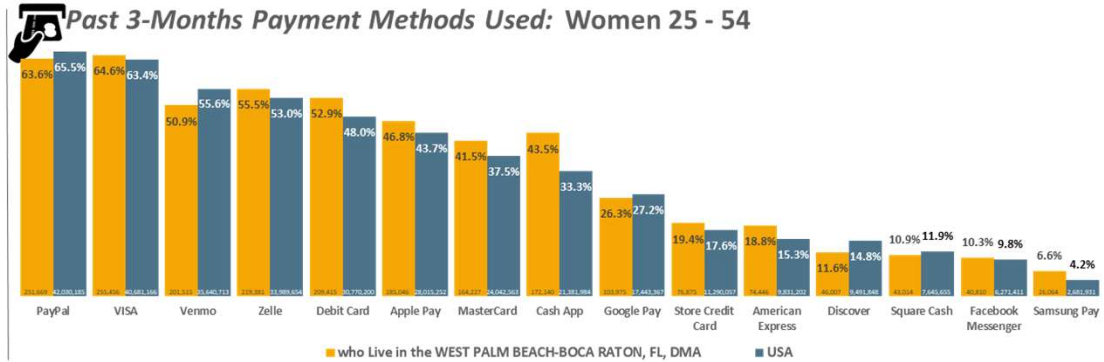
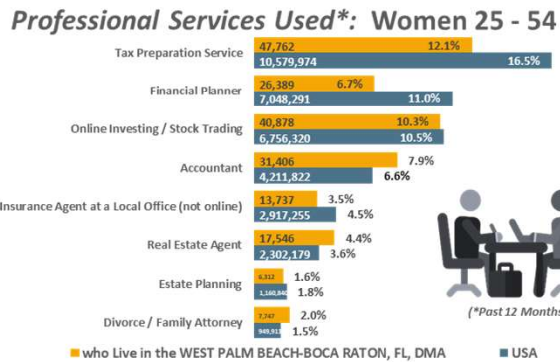
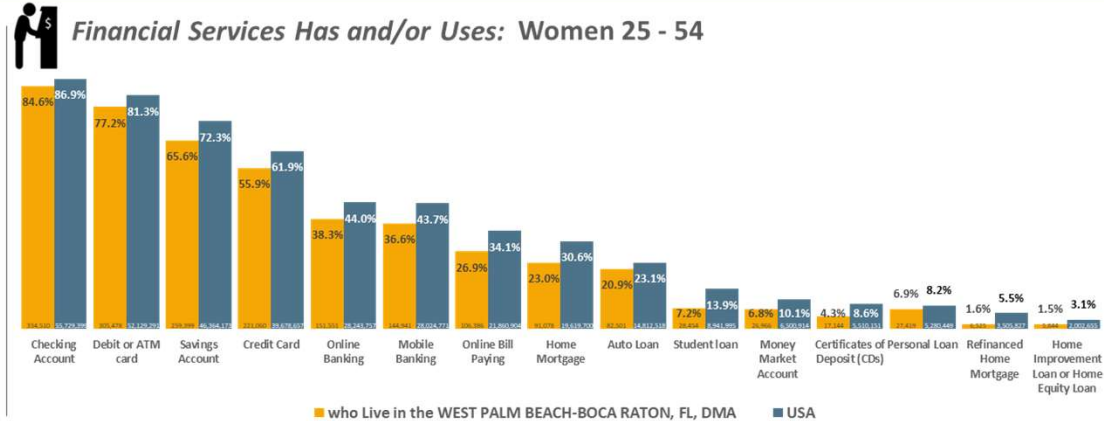
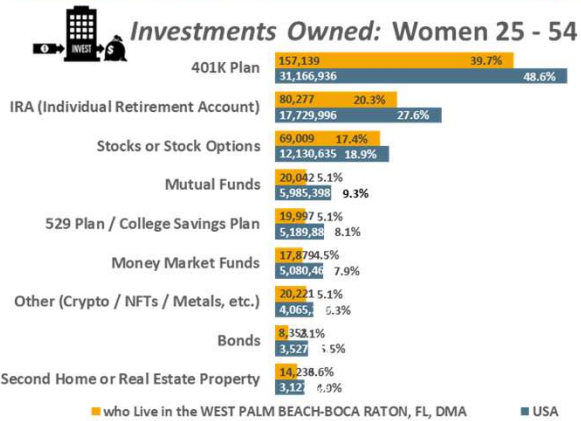


USA DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551  
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USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371



.6% or 395,587 of USA Women 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.  
 Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 18.3% less likely to have a 401K, 9.7% less likely to have an Auto Loan, 1.9% less likely to Invest/Trade Stocks Online, 10.3% more likely to pay with their Debit Card.





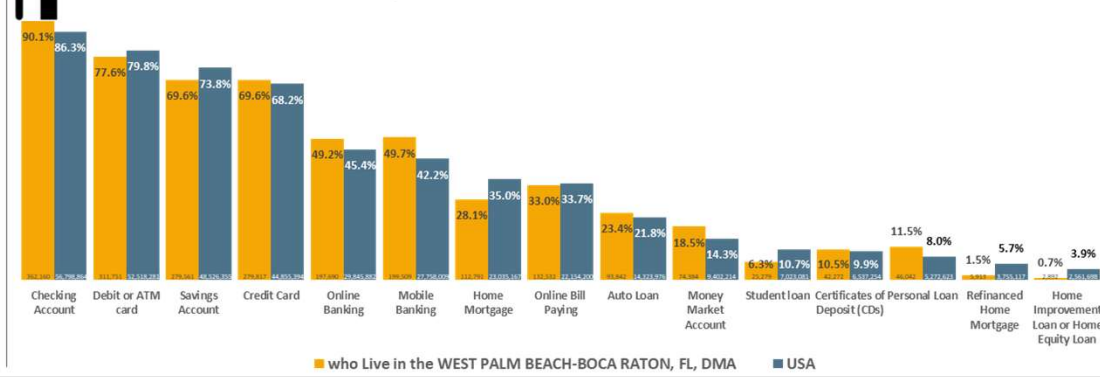
.6% or 401,812 of USA Men 25 - 54 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.  
 Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 3.0% more likely to have a 401K,  
 7.3% more likely to have an Auto Loan, 12.1% less likely to Invest/Trade Stocks Online, 2.1% less likely to pay  
 with their Debit Card.



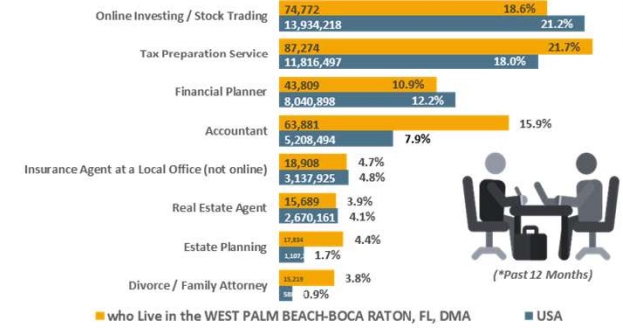
### Investments Owned: Men 25 - 54



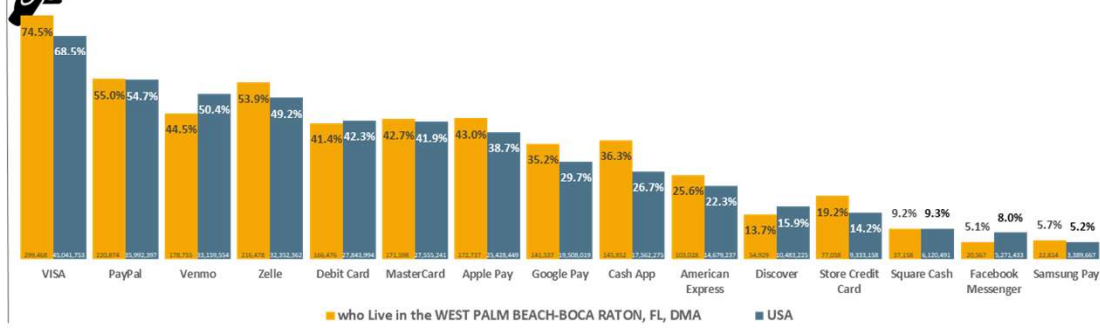
### Financial Services Has and/or Uses: Men 25 - 54



### Professional Services Used\*: Men 25 - 54



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

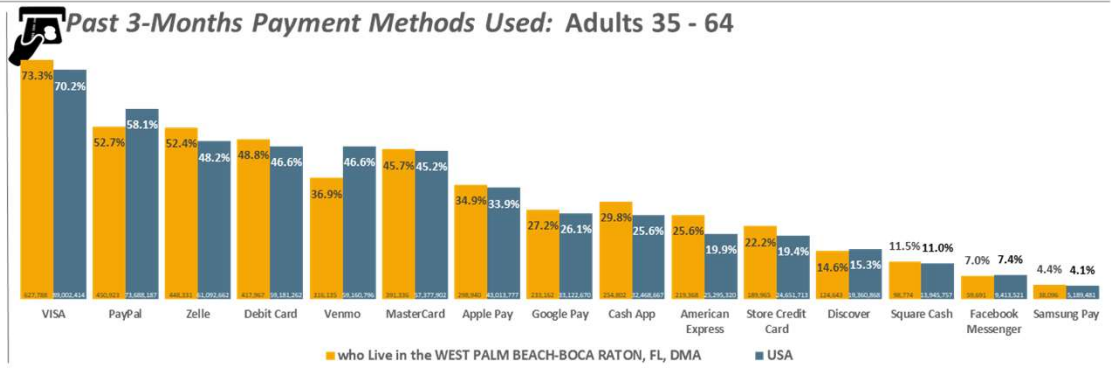
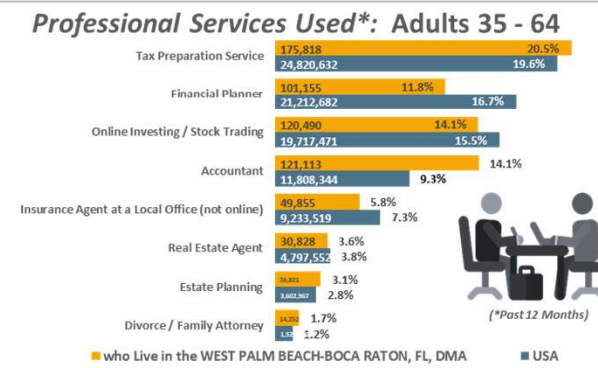
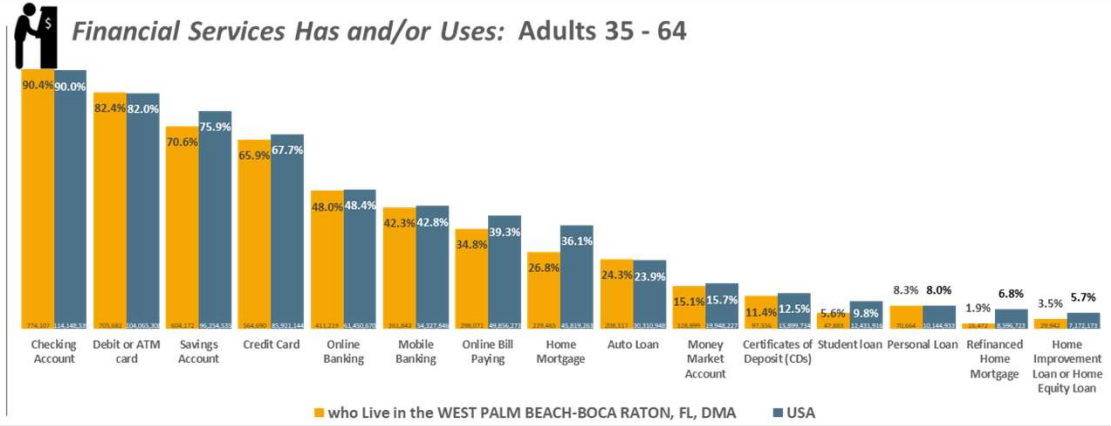
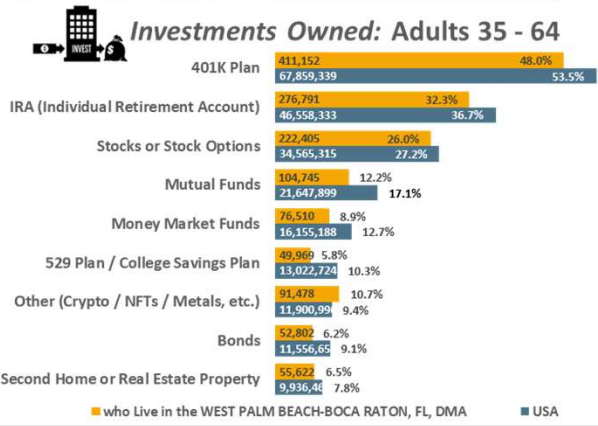


USA DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551  
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USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371



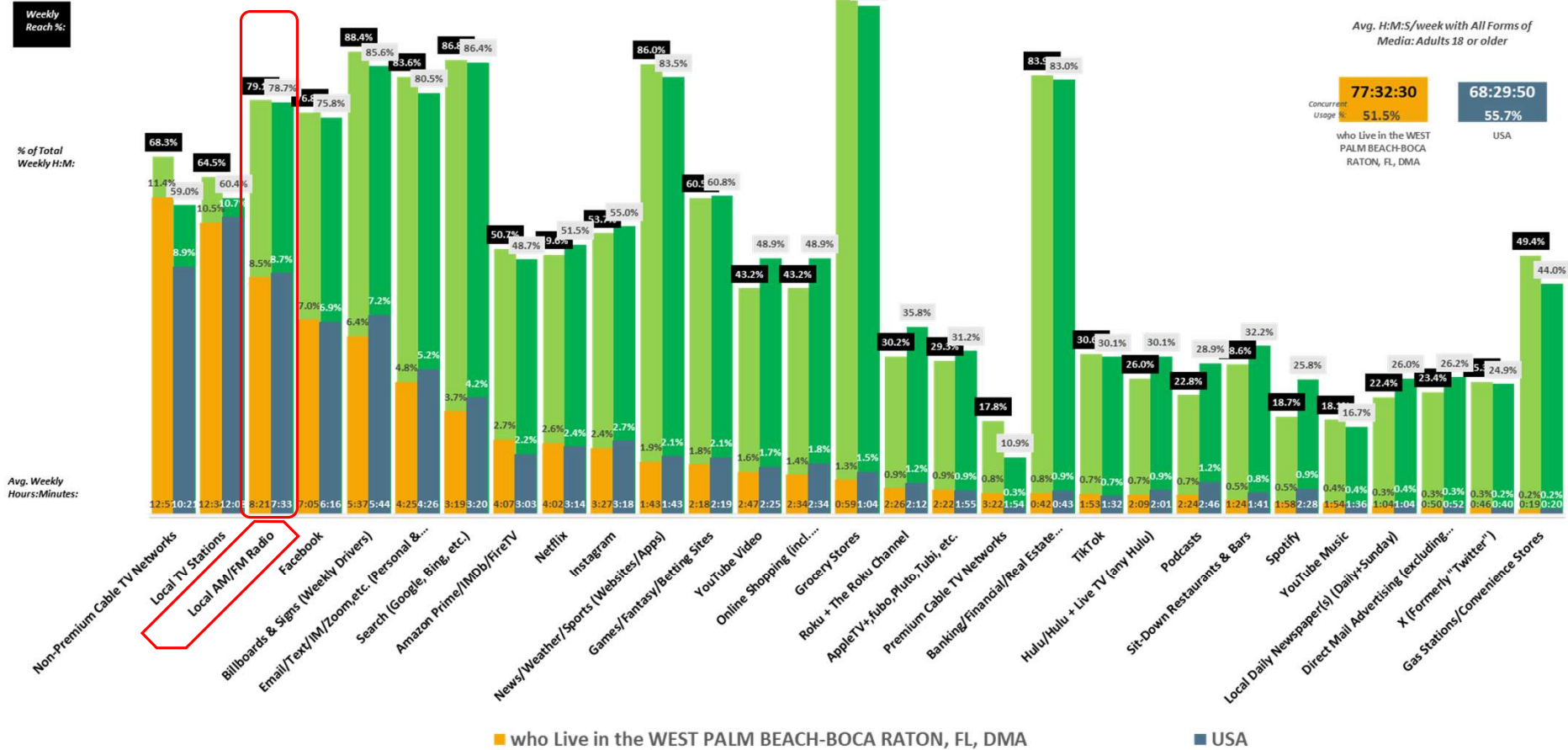
.7% or 856,345 of USA Adults 35 - 64 Live in the WEST PALM BEACH-BOCA RATON, FL, DMA. Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA are 10.2% less likely to have a 401K, 1.8% more likely to have an Auto Loan, 9.5% less likely to Invest/Trade Stocks Online, 4.6% more likely to pay with their Debit Card.





**P18+**

Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 3 days, 5 hours, 32 minutes and 30 seconds each week with All Forms of Media.  
 79.1% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 8 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



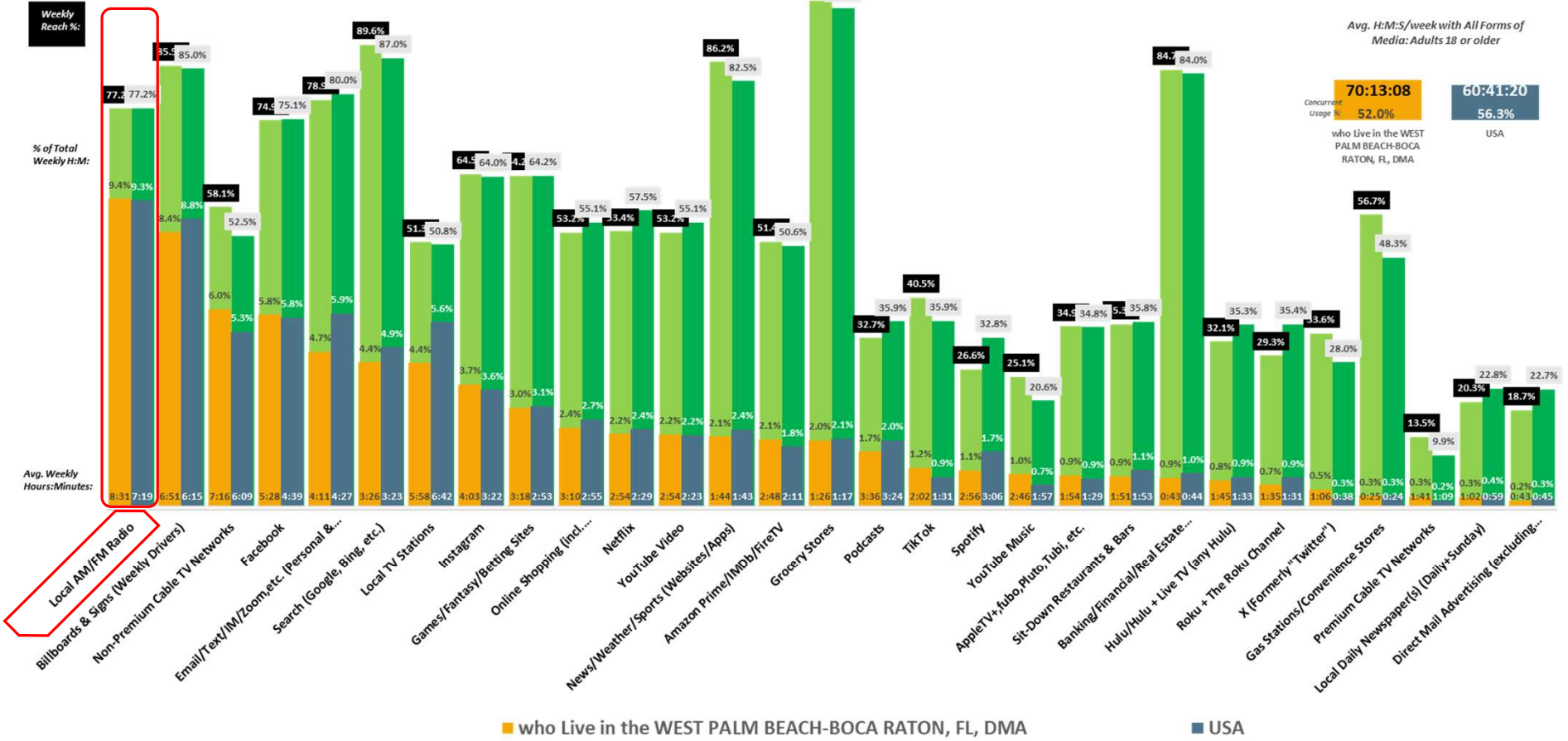
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

77:32:30	68:29:50
51.5%	55.7%

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



Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 2 days, 22 hours, 13 minutes and 8 seconds each week with All Forms of Media.  
 77.2% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 8 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



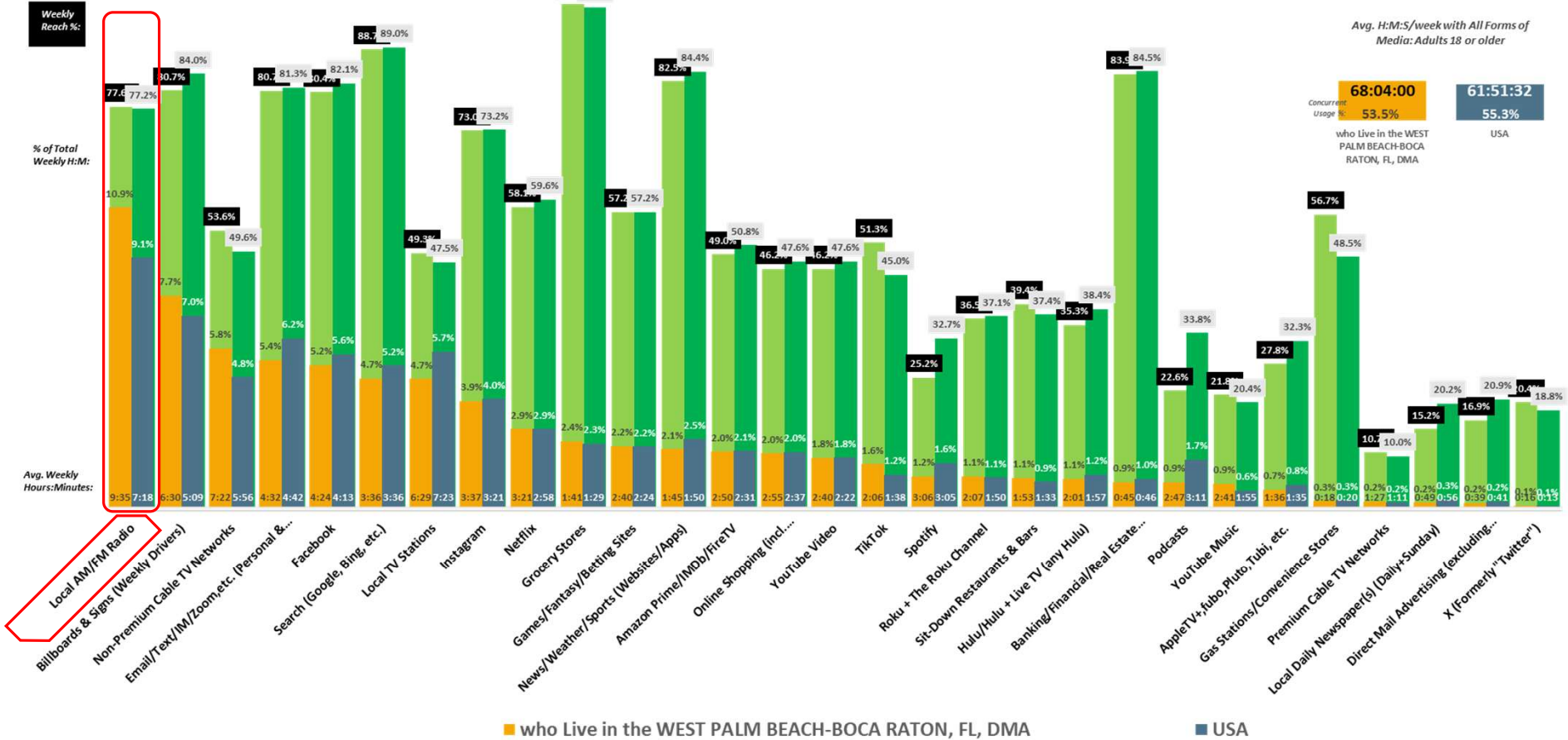
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage: 70:13:08 (52.0%) vs 60:41:20 (56.3%)

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



Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 2 days, 20 hours, 4 minutes and 0 seconds each week with All Forms of Media.  
 77.6% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 9 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 10.9% of total time spent with all forms of Media.



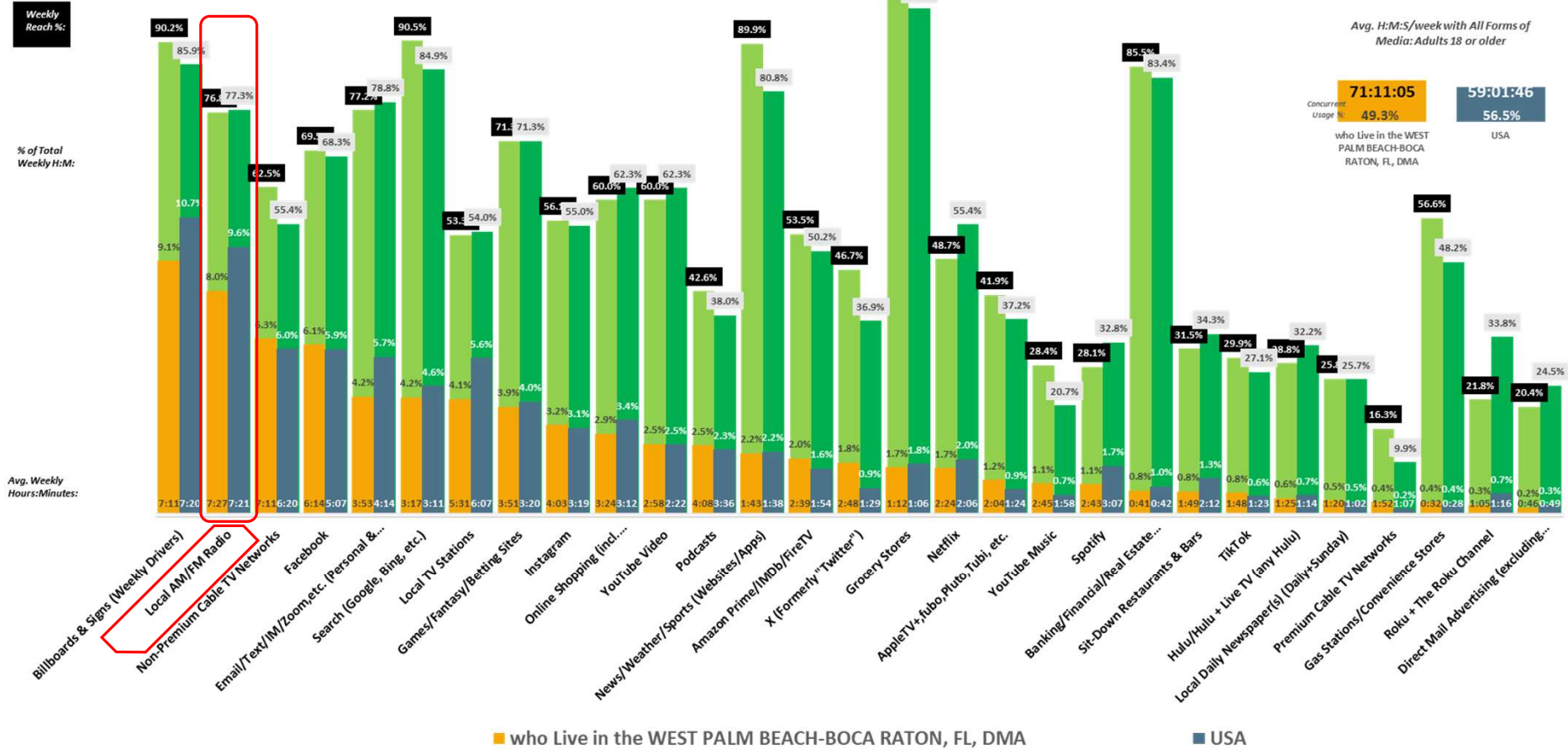
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage %: **68:04:00** (West Palm Beach-Deltona-Dunedin, FL DMA) vs **61:51:32** (USA)

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



Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 2 days, 23 hours, 11 minutes and 5 seconds each week with All Forms of Media.  
 76.8% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 7 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



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

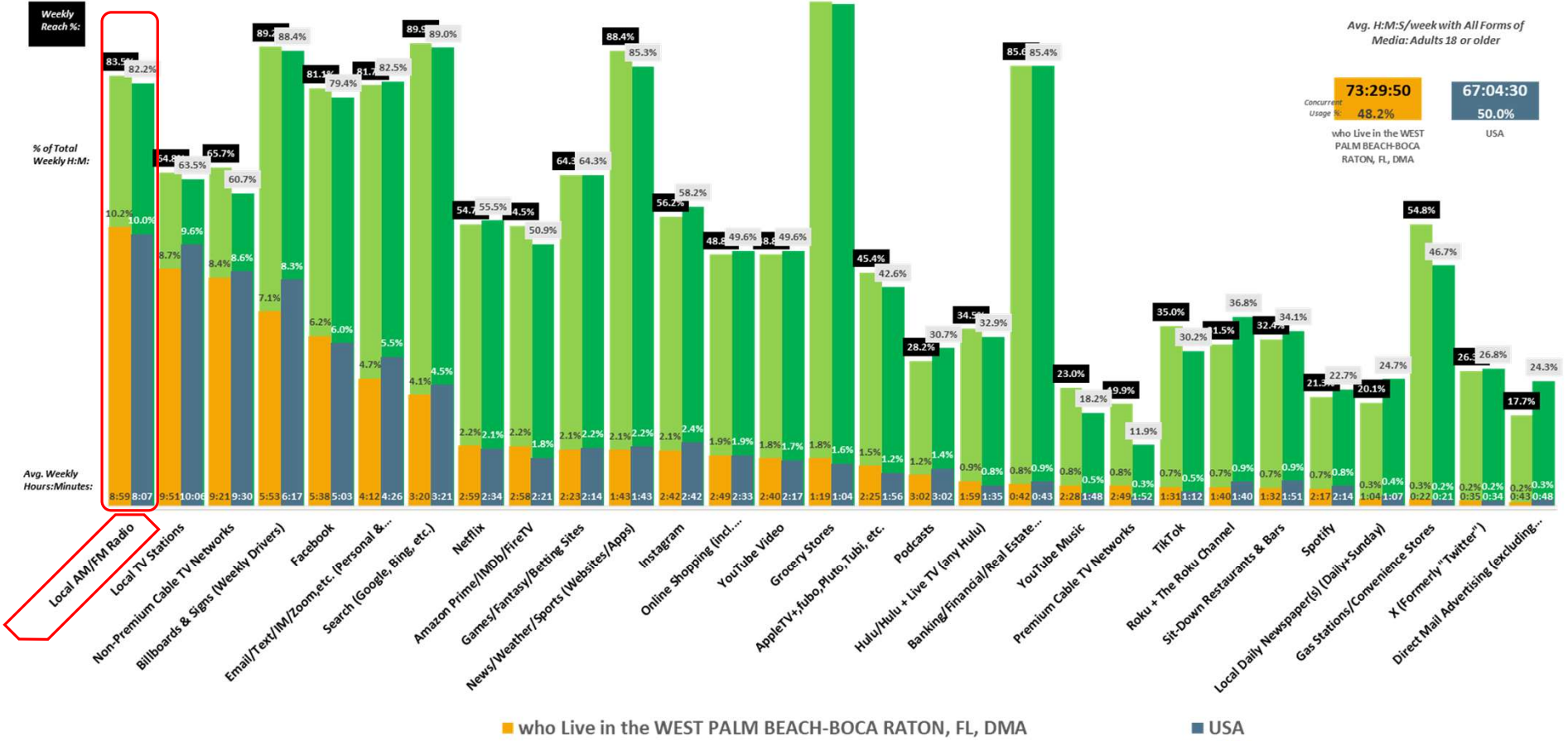
Concurrent Usage: 49.3% (DMA) vs 56.5% (USA)

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





Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 3 days, 1 hours, 29 minutes and 50 seconds each week with All Forms of Media.  
 83.5% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 8 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.

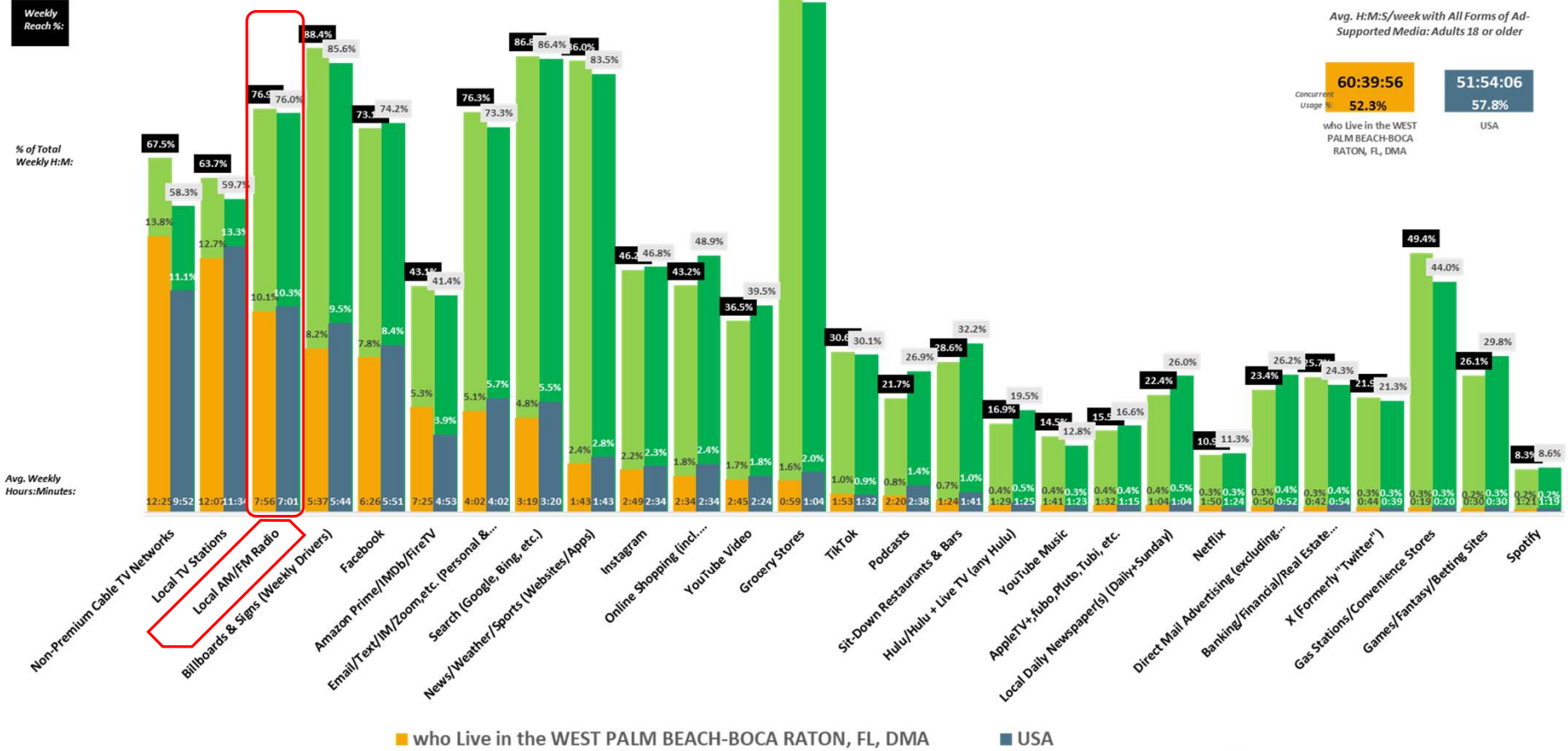


Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage: **73:29:50** (48.2%)  
**67:04:30** (50.0%)  
 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA  
 USA

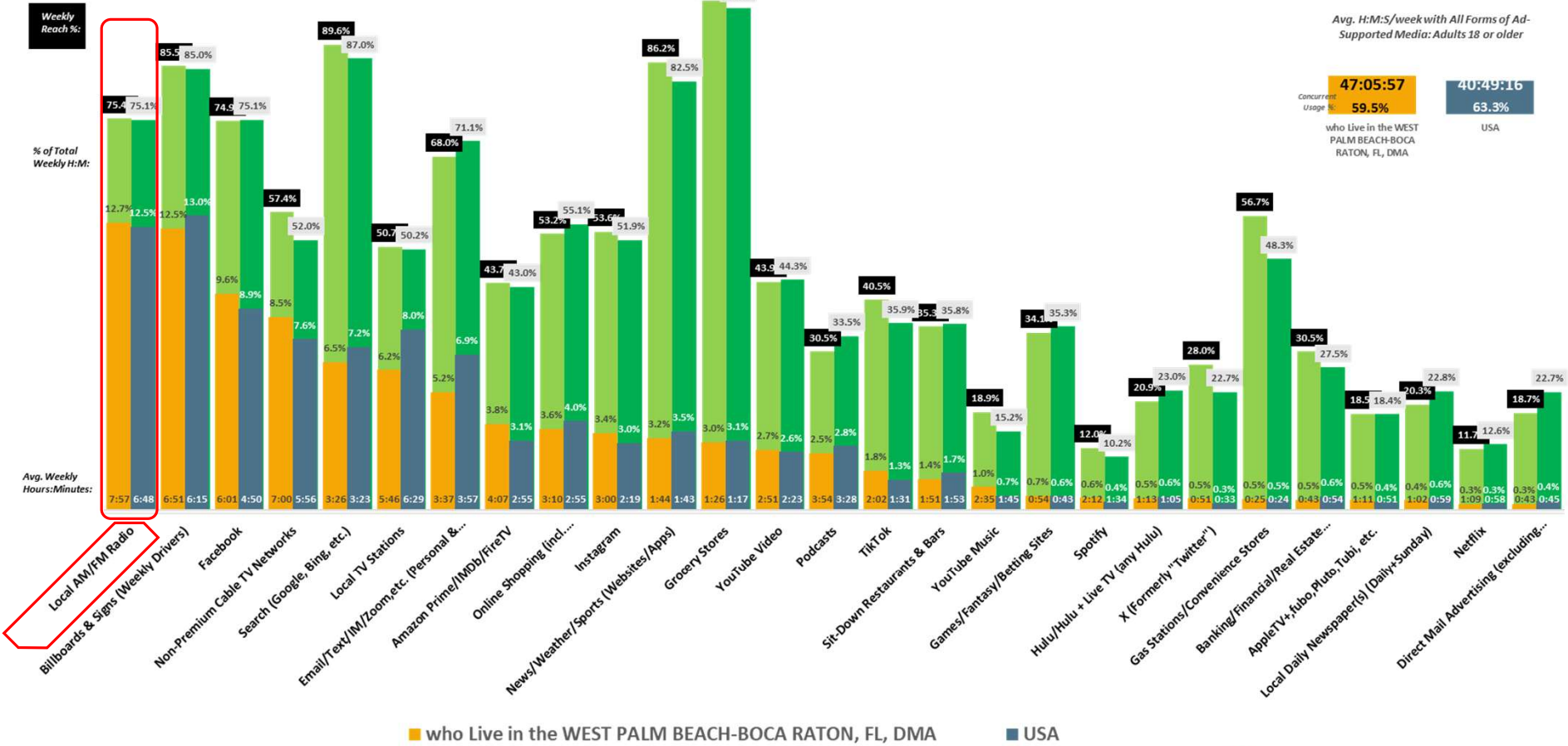


Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 2 days, 12 hours, 39 minutes and 56 seconds each week with All Forms of Ad-Supported Media.  
 76.9% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 7 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.





Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 1 days, 23 hours, 5 minutes and 57 seconds each week with All Forms of Ad-Supported Media.  
 75.4% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 7 hours and 57 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Supported Media.



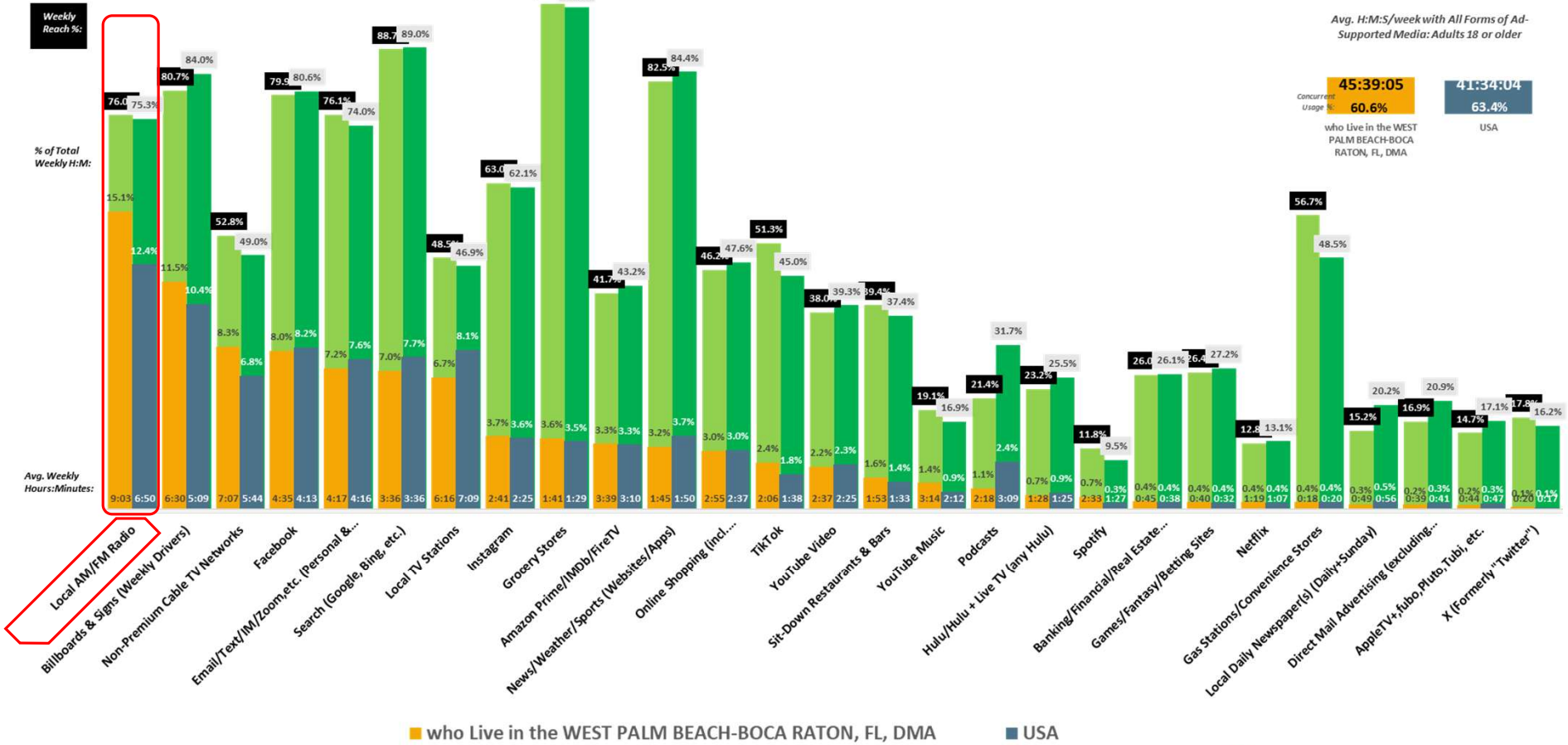
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %	47:05:57	40:49:16
	59.5%	63.3%

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



Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 1 days, 21 hours, 39 minutes and 5 seconds each week with All Forms of Ad-Supported Media.  
 76.% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 9 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.1% of total time spent with all forms of Ad-Supported Media.



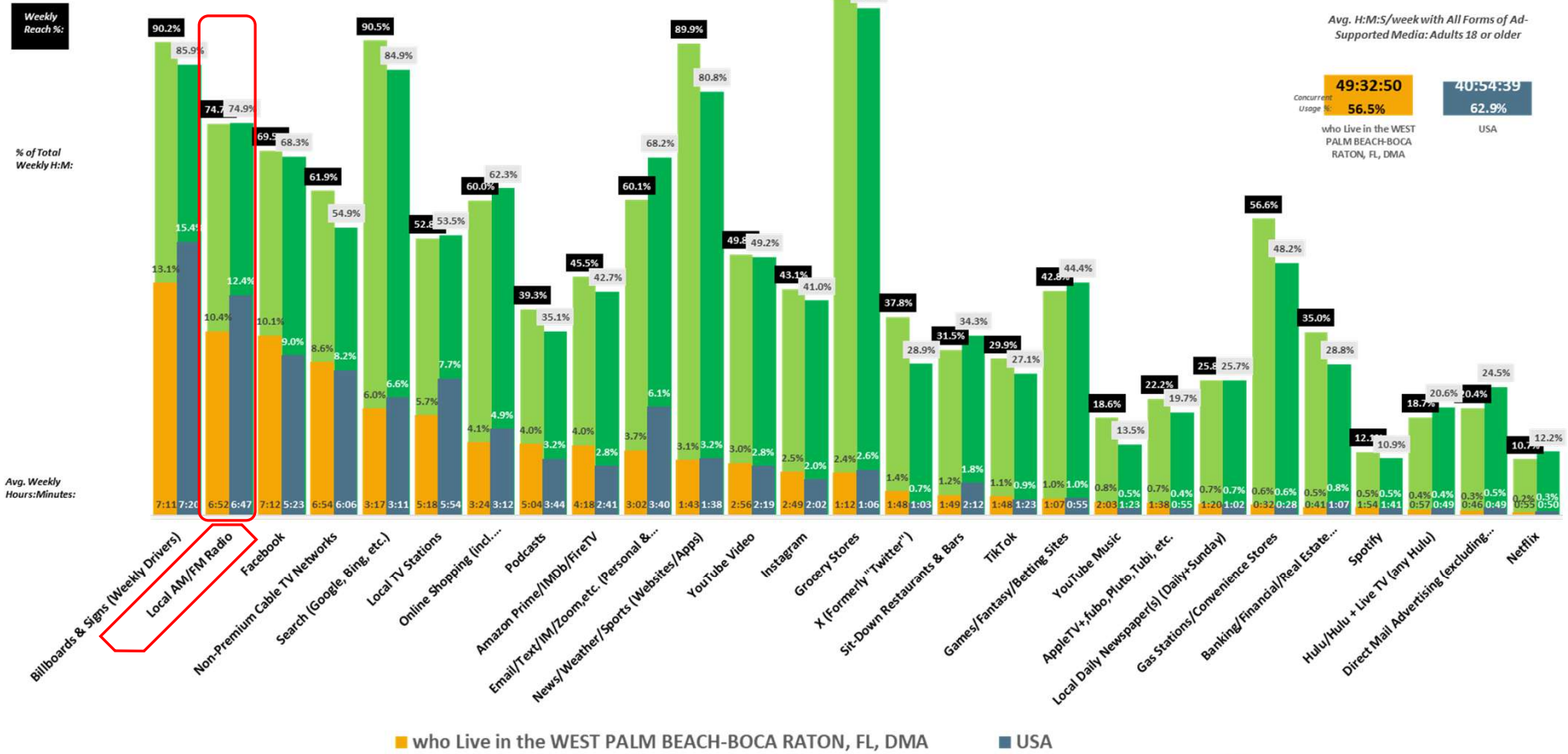
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

45:39:05	41:34:04
60.6%	63.4%

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

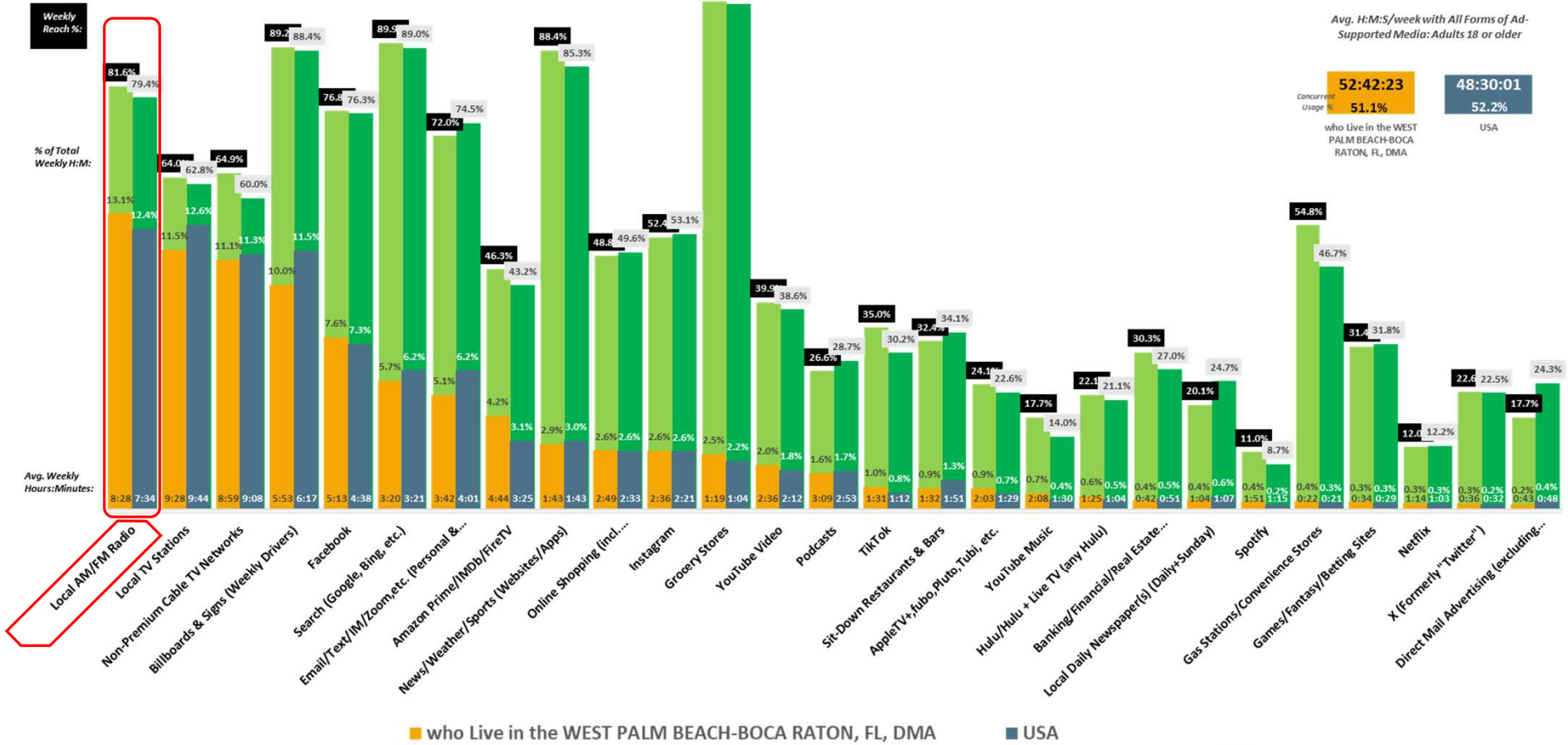


Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 2 days, 1 hours, 32 minutes and 50 seconds each week with All Forms of Ad-Supported Media.  
 74.7% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 6 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported Media.





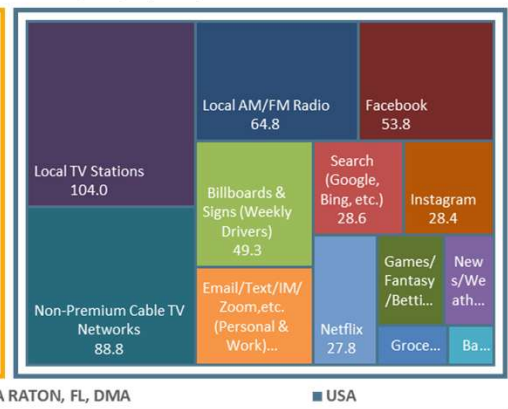
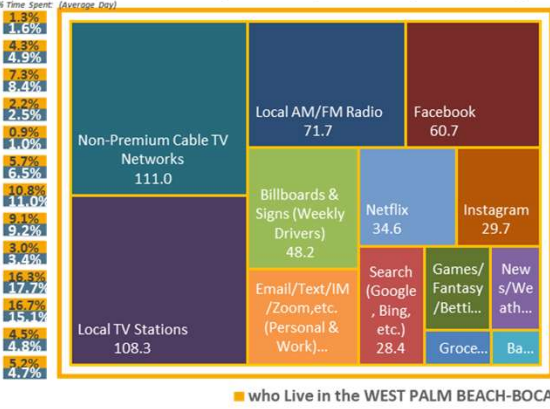
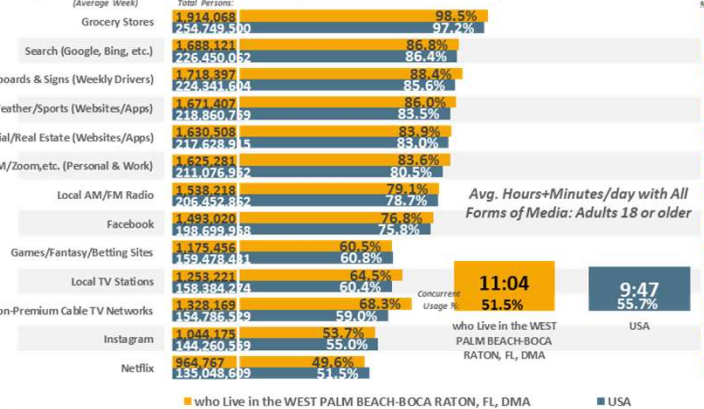
Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 2 days, 4 hours, 42 minutes and 23 seconds each week with All Forms of Ad-Supported Media.  
 81.6% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an avg. of 8 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.1% of total time spent with all forms of Ad-Supported Media.



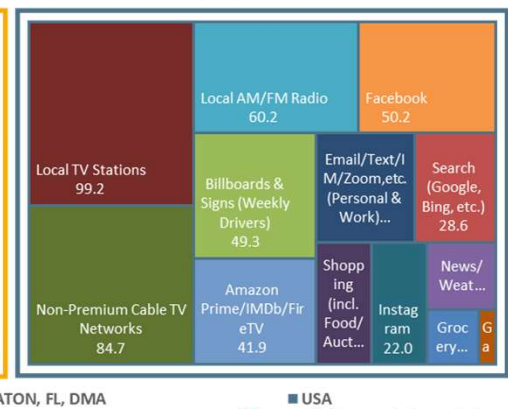
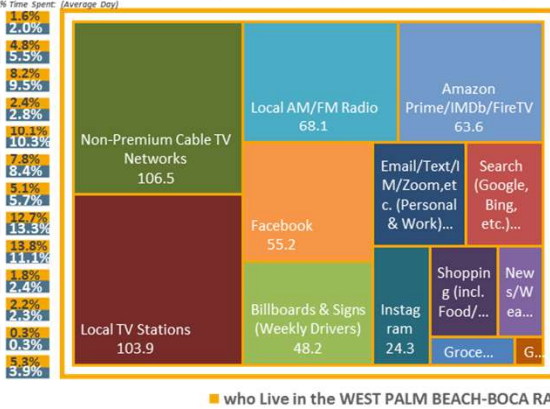
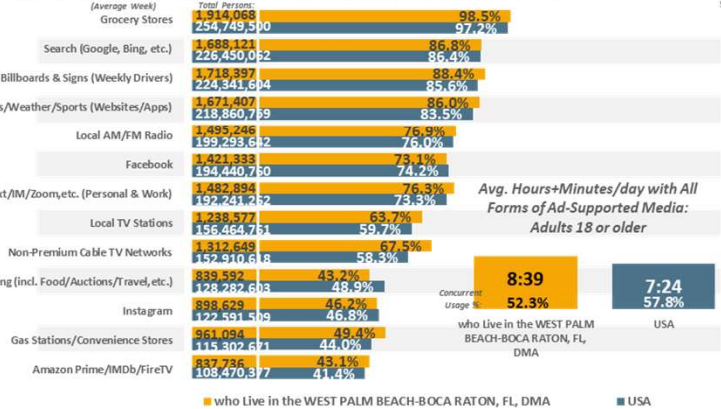


Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 8 hours and 39 minutes each day with All Forms of Ad-Supported Media. 76.9% listen to Local AM/FM Radio for an avg. of 68.1 minutes/day. (Local Radio delivers 10.1% of Time with Ad-Supported Media.)

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



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

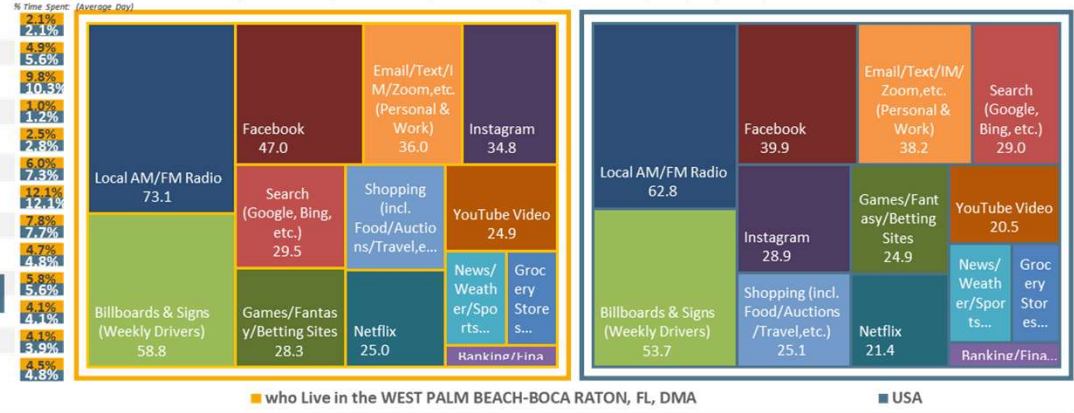
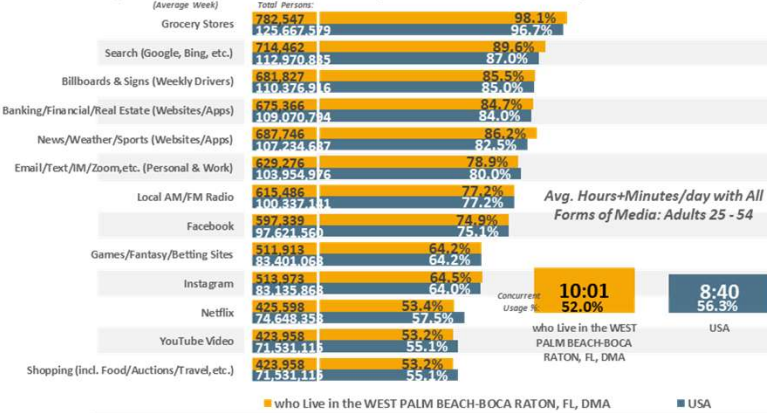




Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 6 hours and 43 minutes each day with All Forms of Ad-Supported Media. 75.4% listen to Local AM/FM Radio for an avg. of 68.2 minutes/day. (Local Radio delivers 12.7% of Time with Ad-Supported Media.)

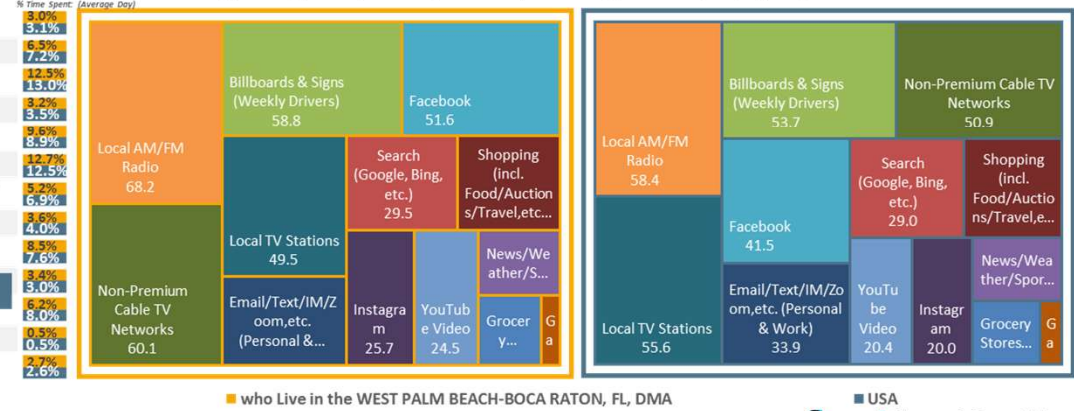
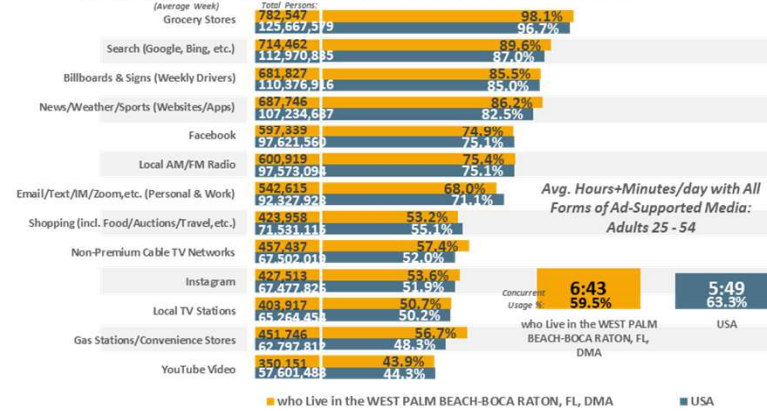
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54

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



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

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



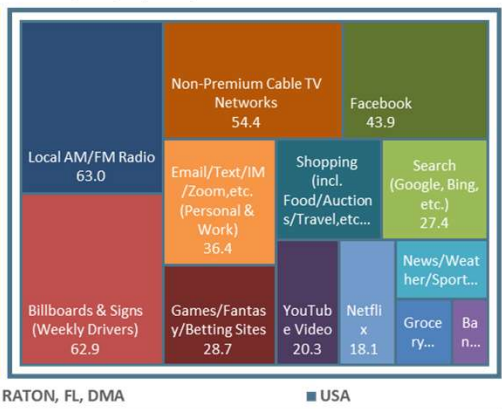
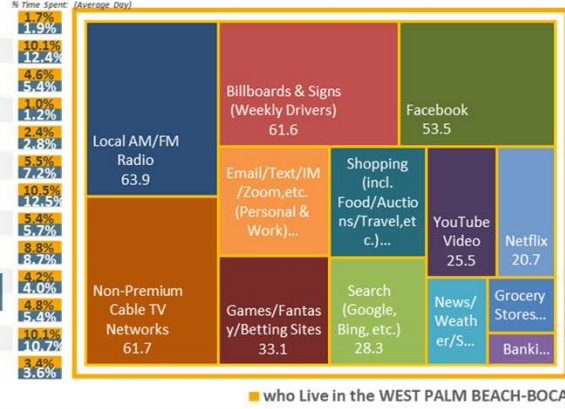
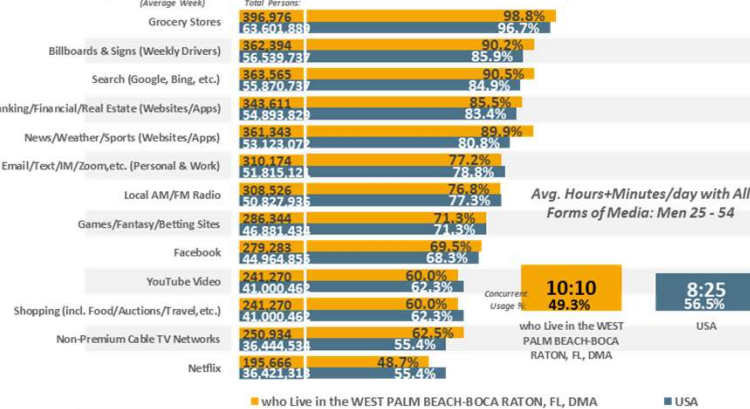




Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 7 hours and 4 minutes each day with All Forms of Ad-Supported Media. 74.7% listen to Local AM/FM Radio for an avg. of 58.9 minutes/day. (Local Radio delivers 10.4% of Time with Ad-Supported Media.)

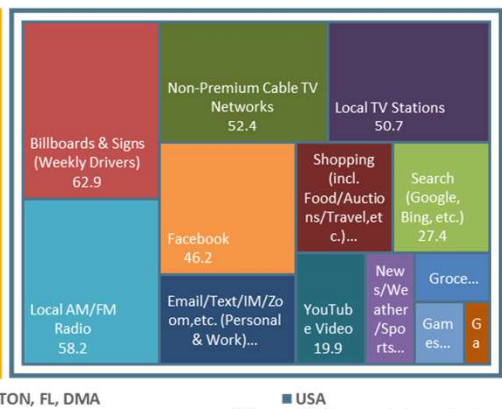
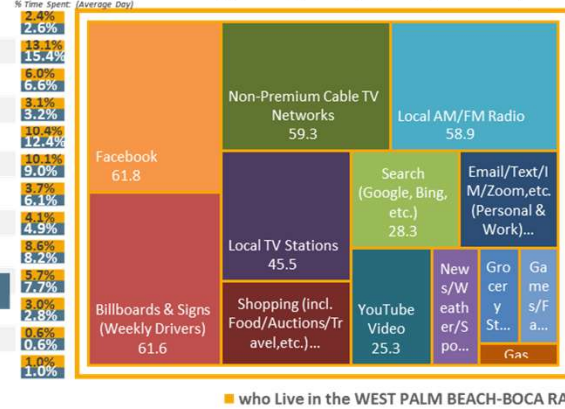
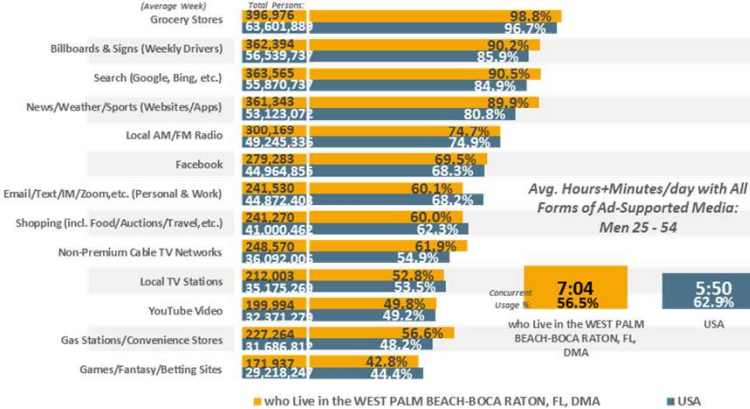
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54

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



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

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

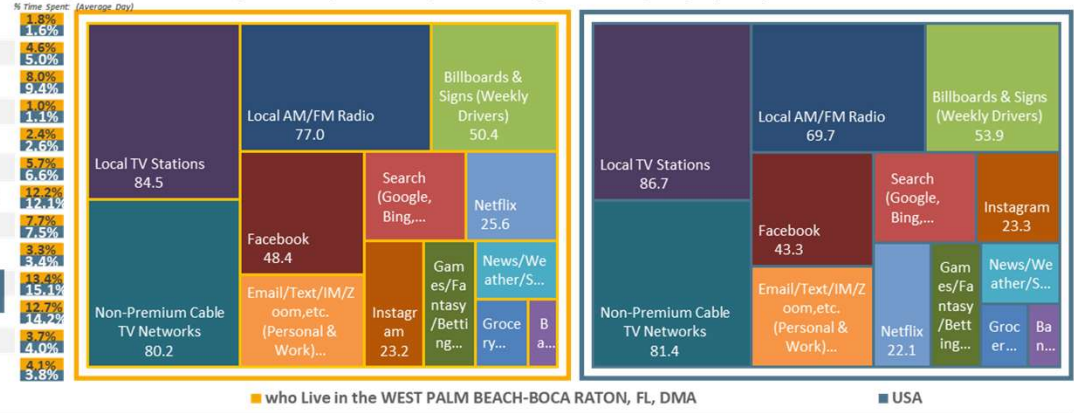
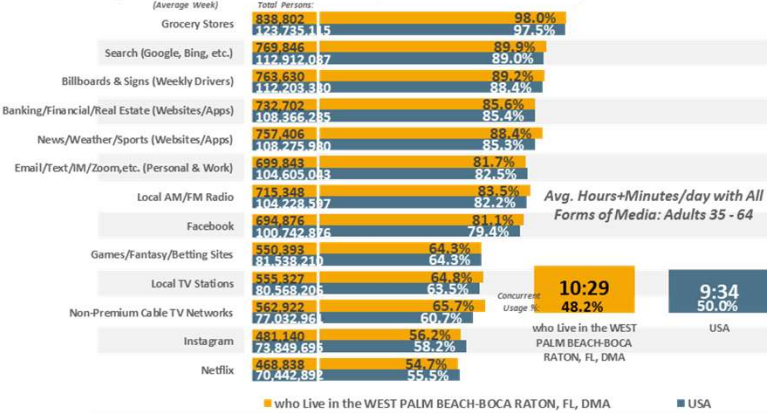




Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 7 hours and 31 minutes each day with All Forms of Ad-Supported Media. 81.6% listen to Local AM/FM Radio for an avg. of 72.6 minutes/day. (Local Radio delivers 13.1% of Time with Ad-Supported Media.)

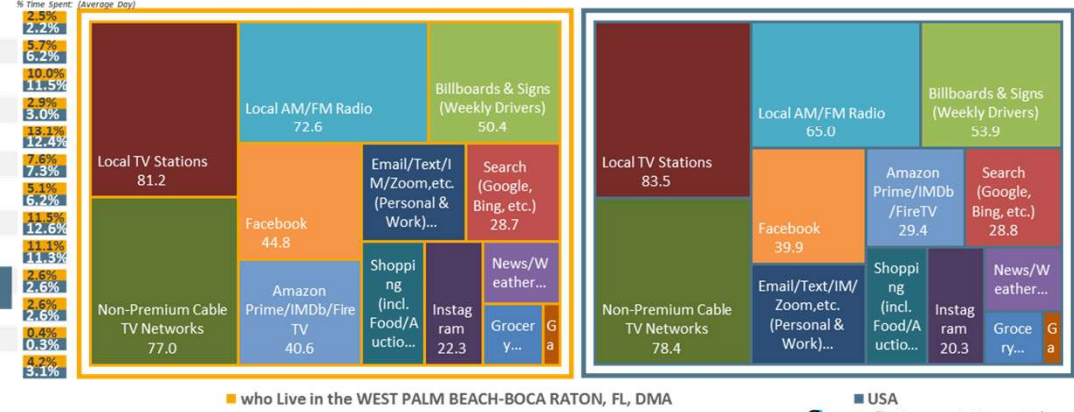
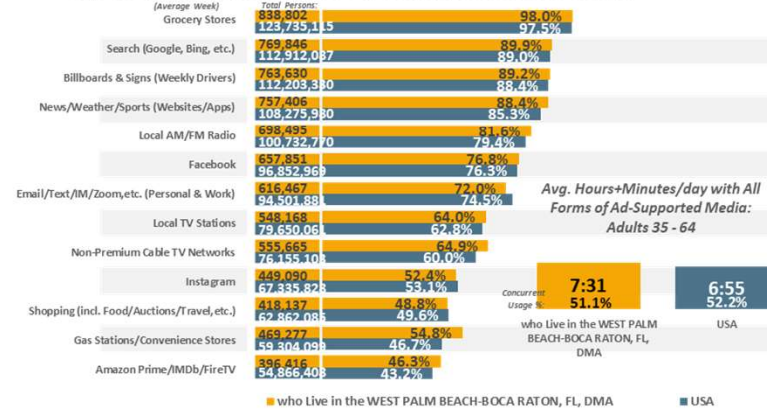
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64

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



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

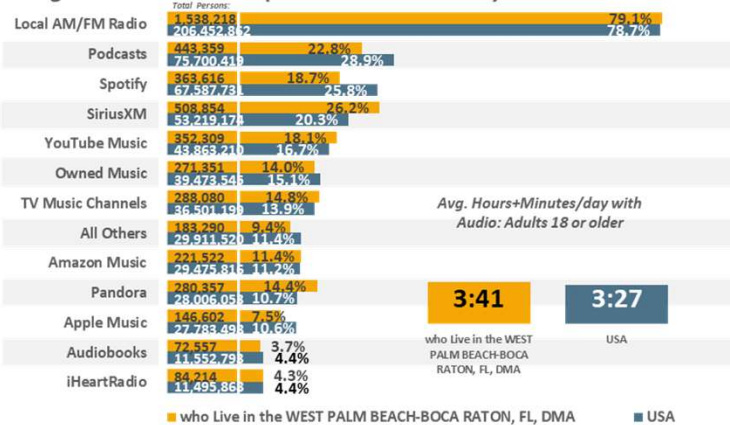
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



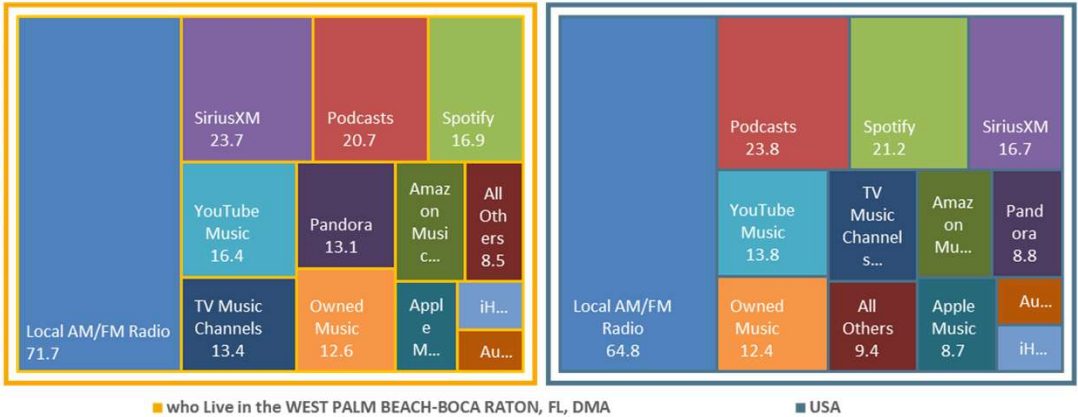


1,495,246 or 76.9% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 68.1 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.

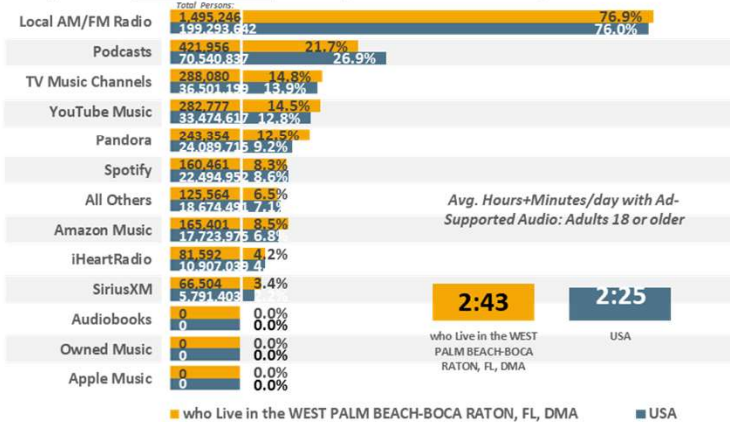
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



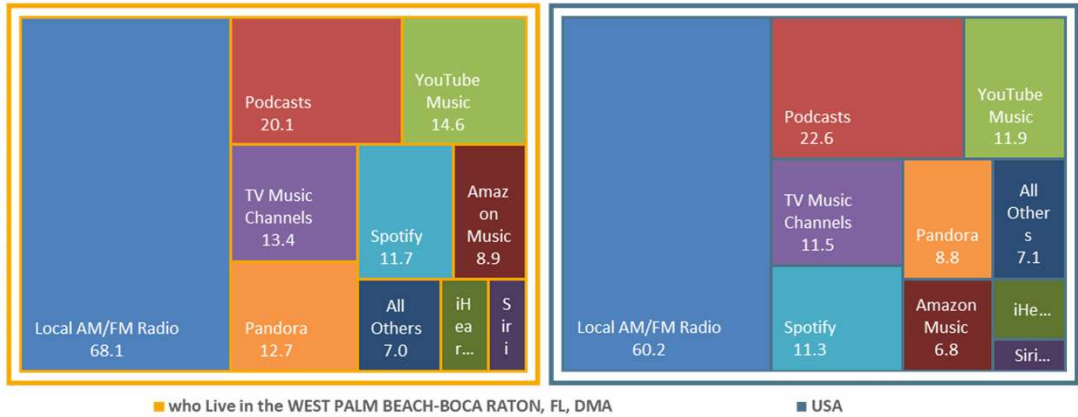
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



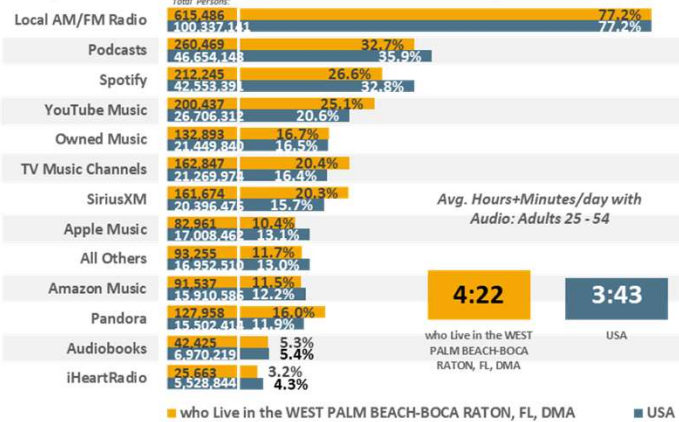
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



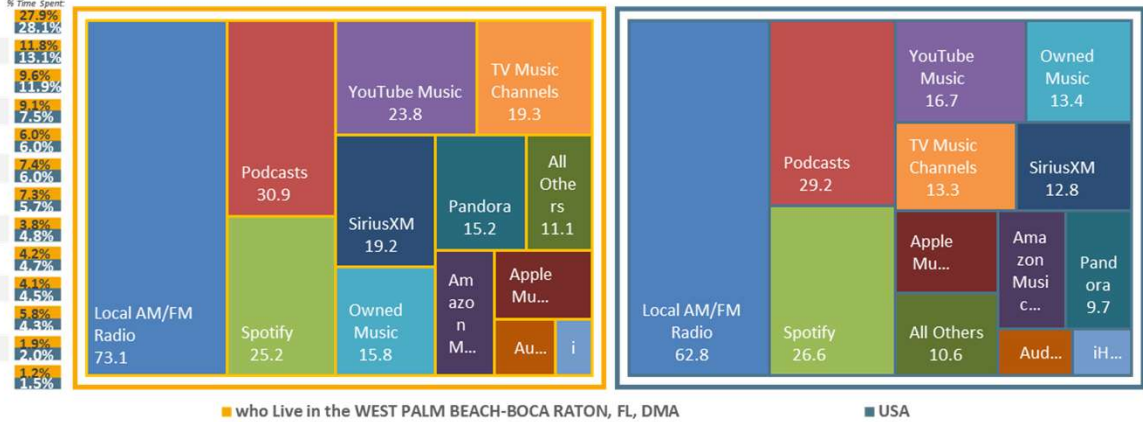


600,919 or 75.4% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 68.2 minutes every day representing 33.9% of all time spent daily with Ad-Supported Audio.

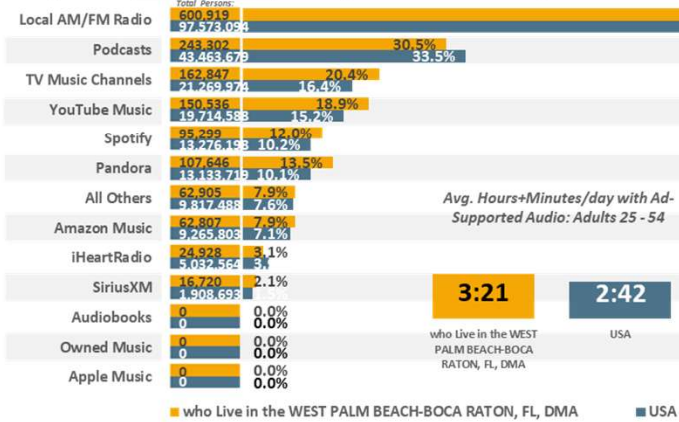
**Avg. Week All Audio (Persons & % Reach): Adults 25 - 54**



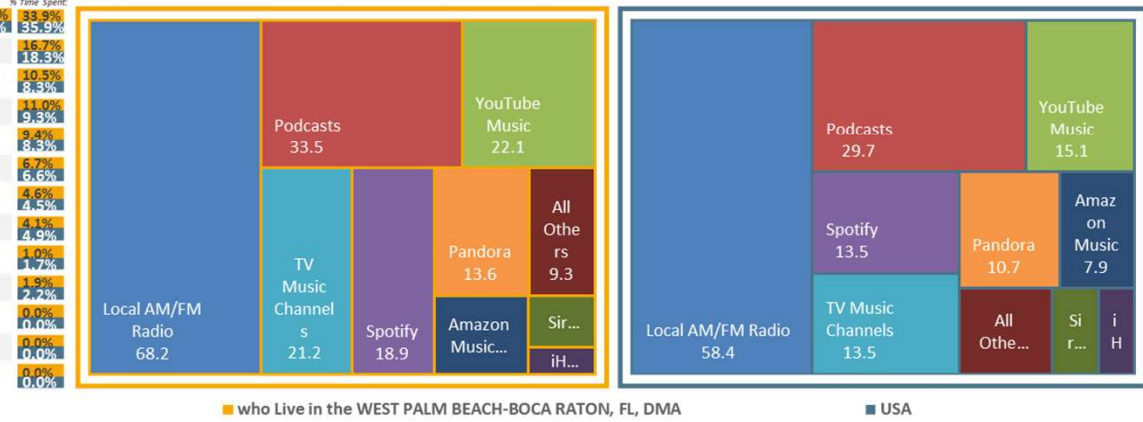
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54**



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



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

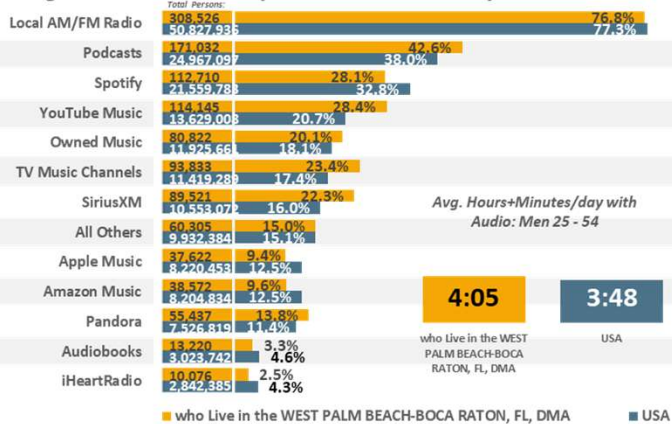




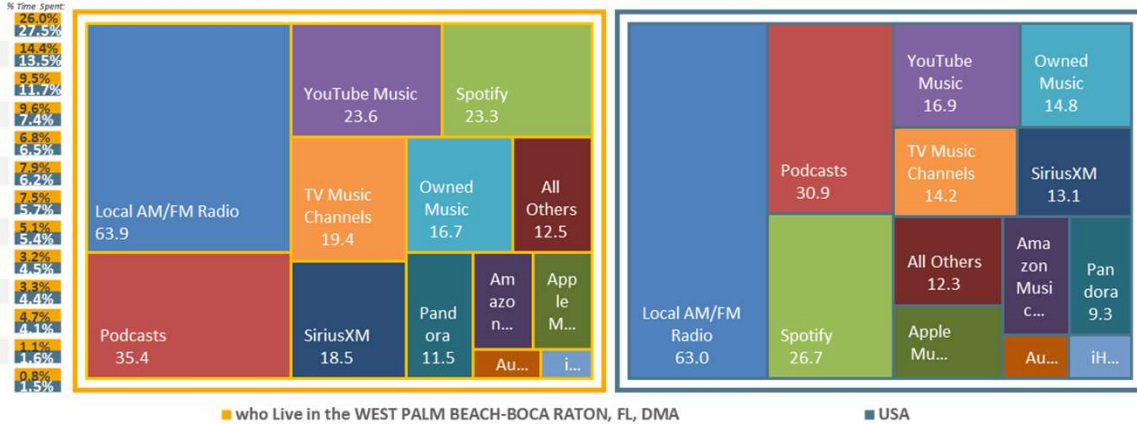


300,169 or 74.7% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 30.6% of all time spent daily with Ad-Supported Audio.

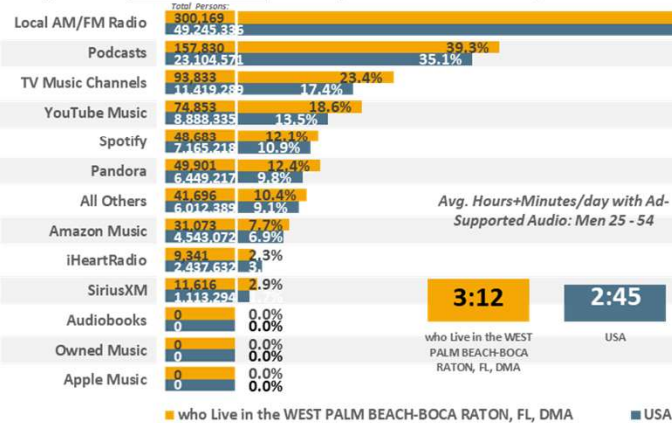
**Avg. Week All Audio (Persons & % Reach): Men 25 - 54**



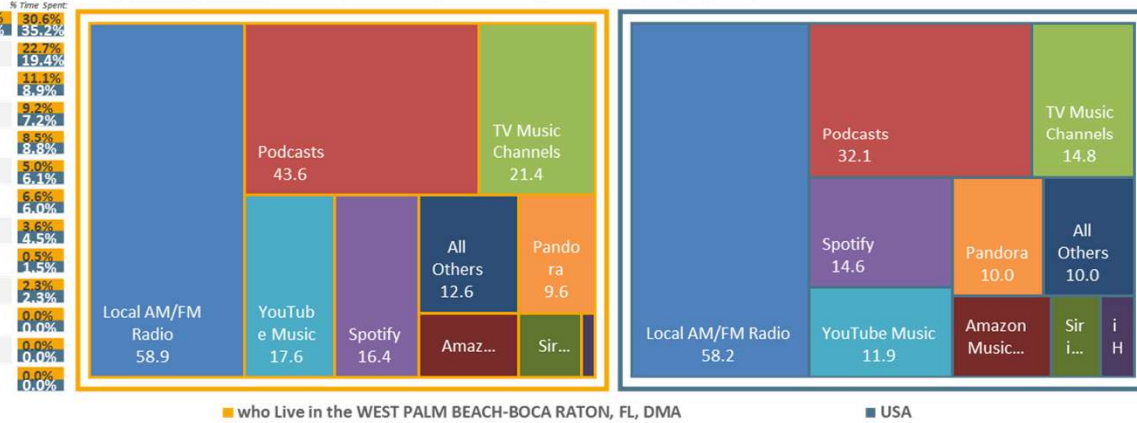
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54**



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



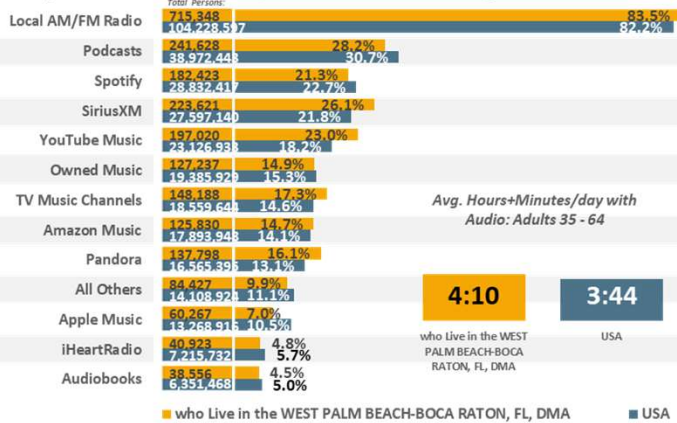
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54**



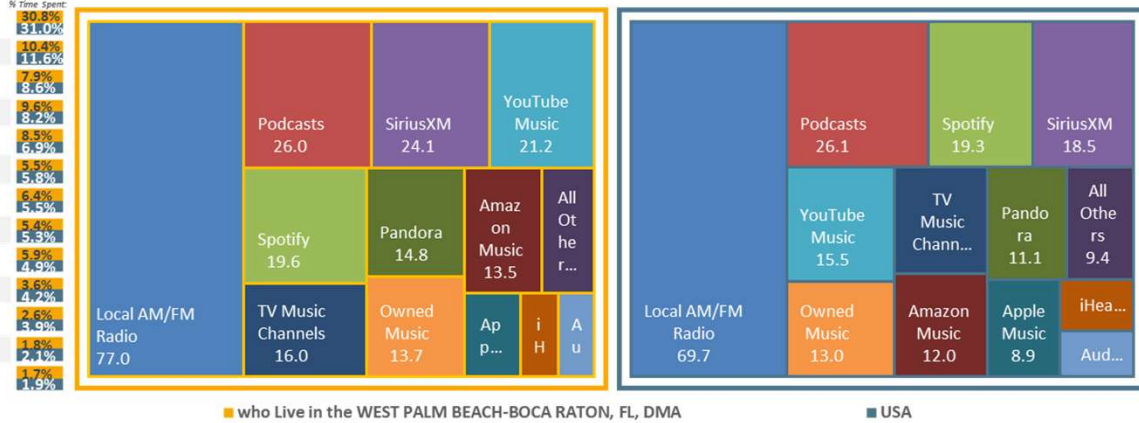


698,495 or 81.6% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 72.6 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

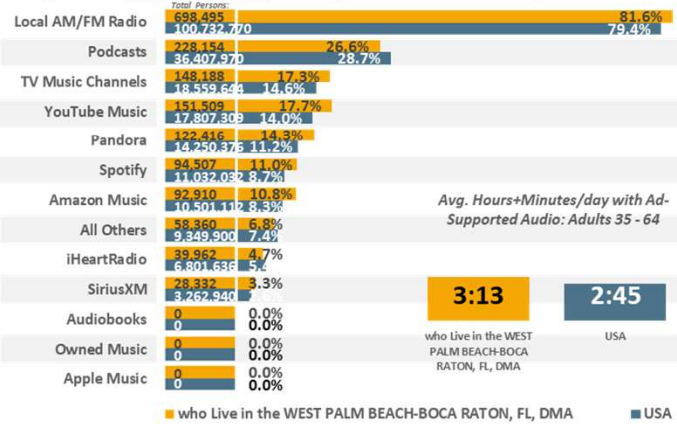
**Avg. Week All Audio (Persons & % Reach): Adults 35 - 64**



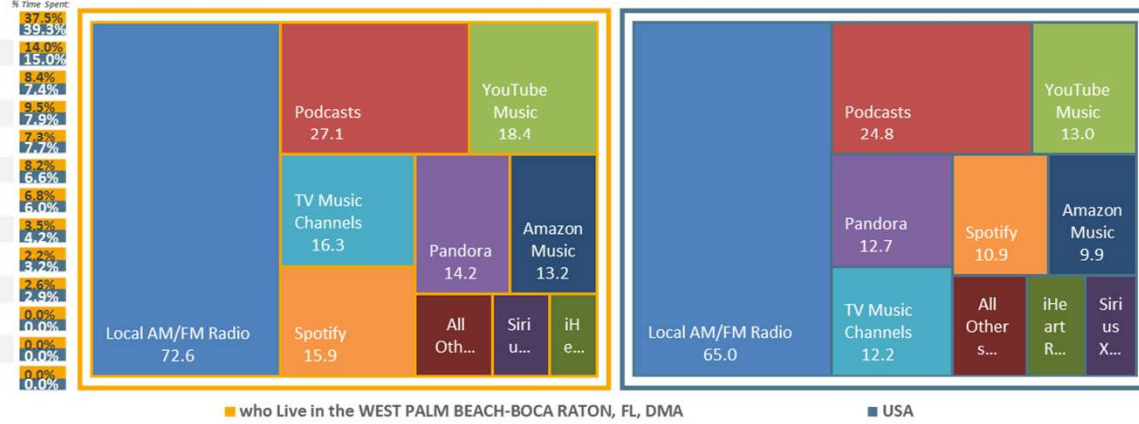
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64**



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

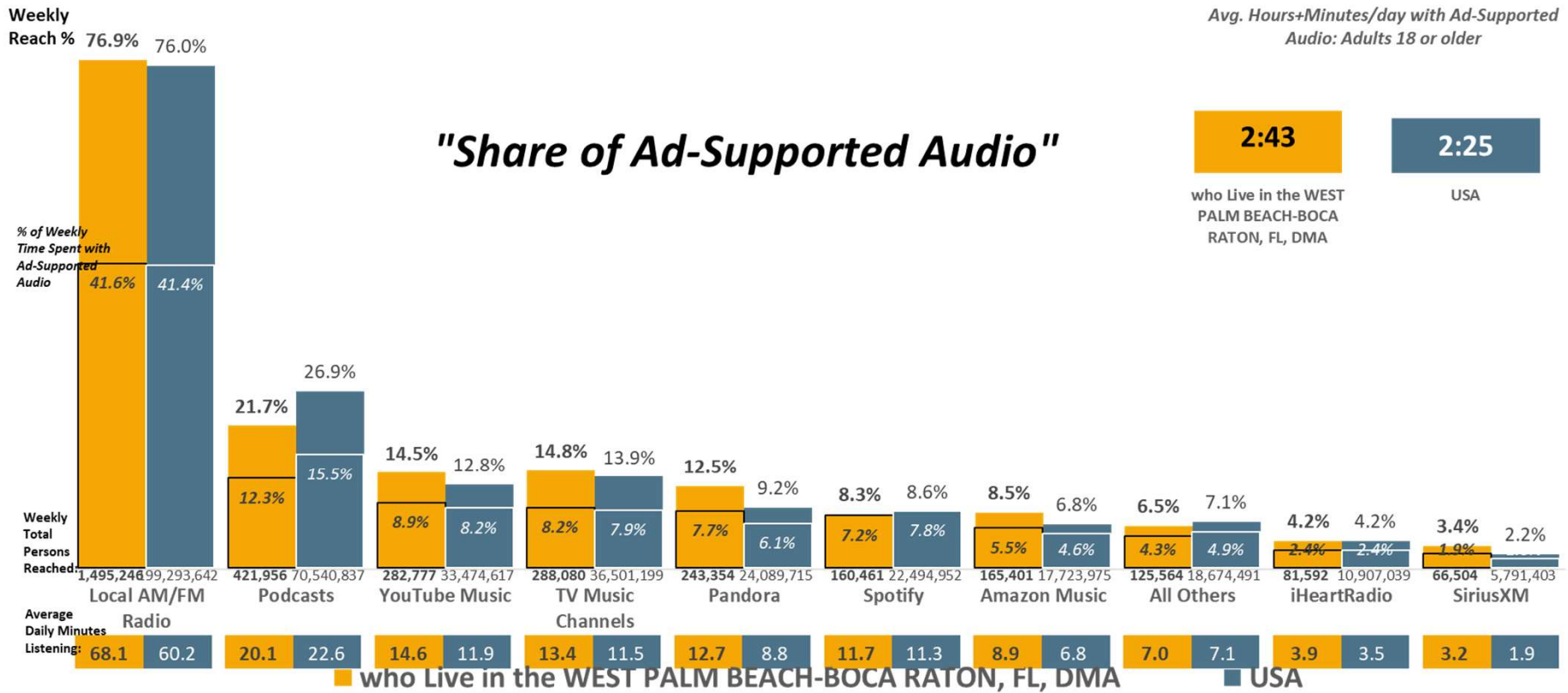


**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64**



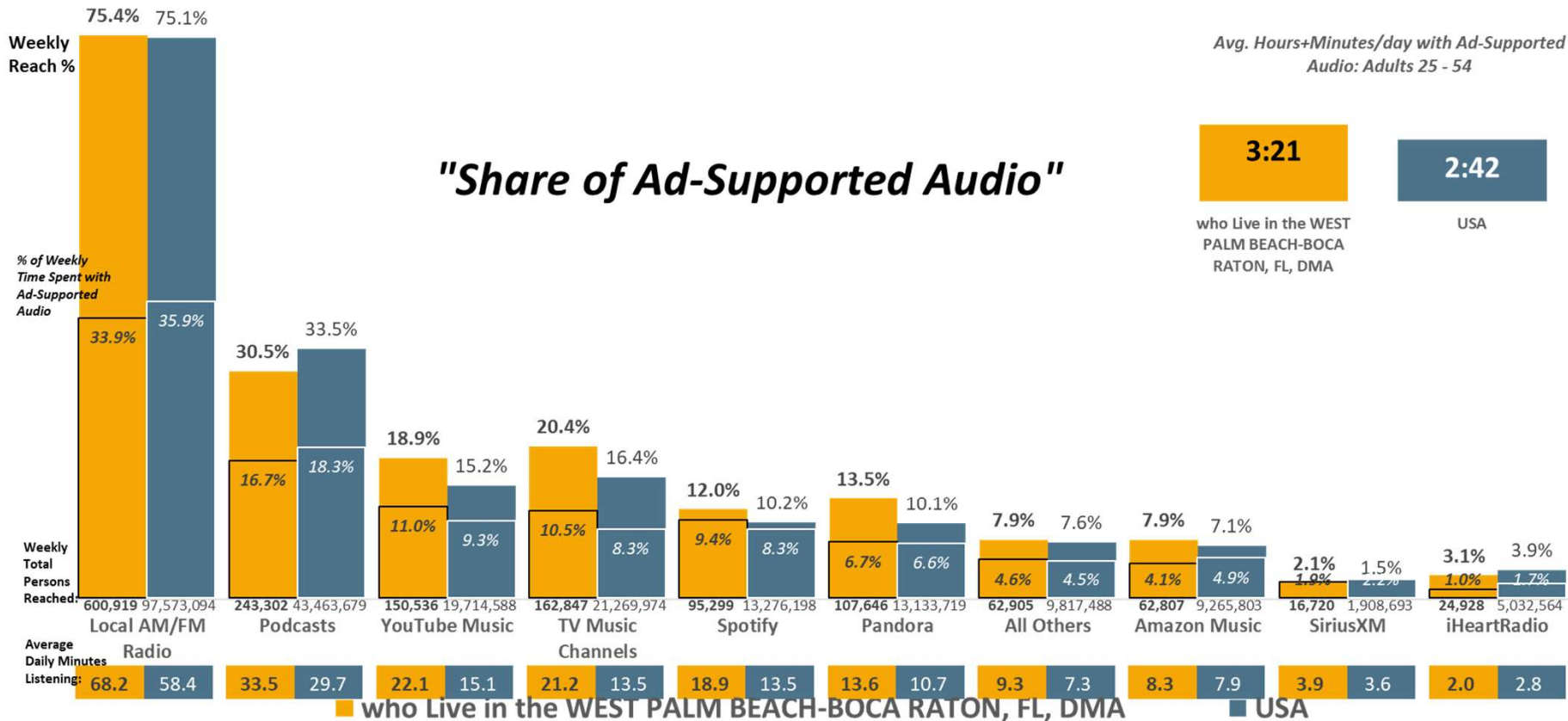


1,495,246 or 76.9% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 68.1 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.



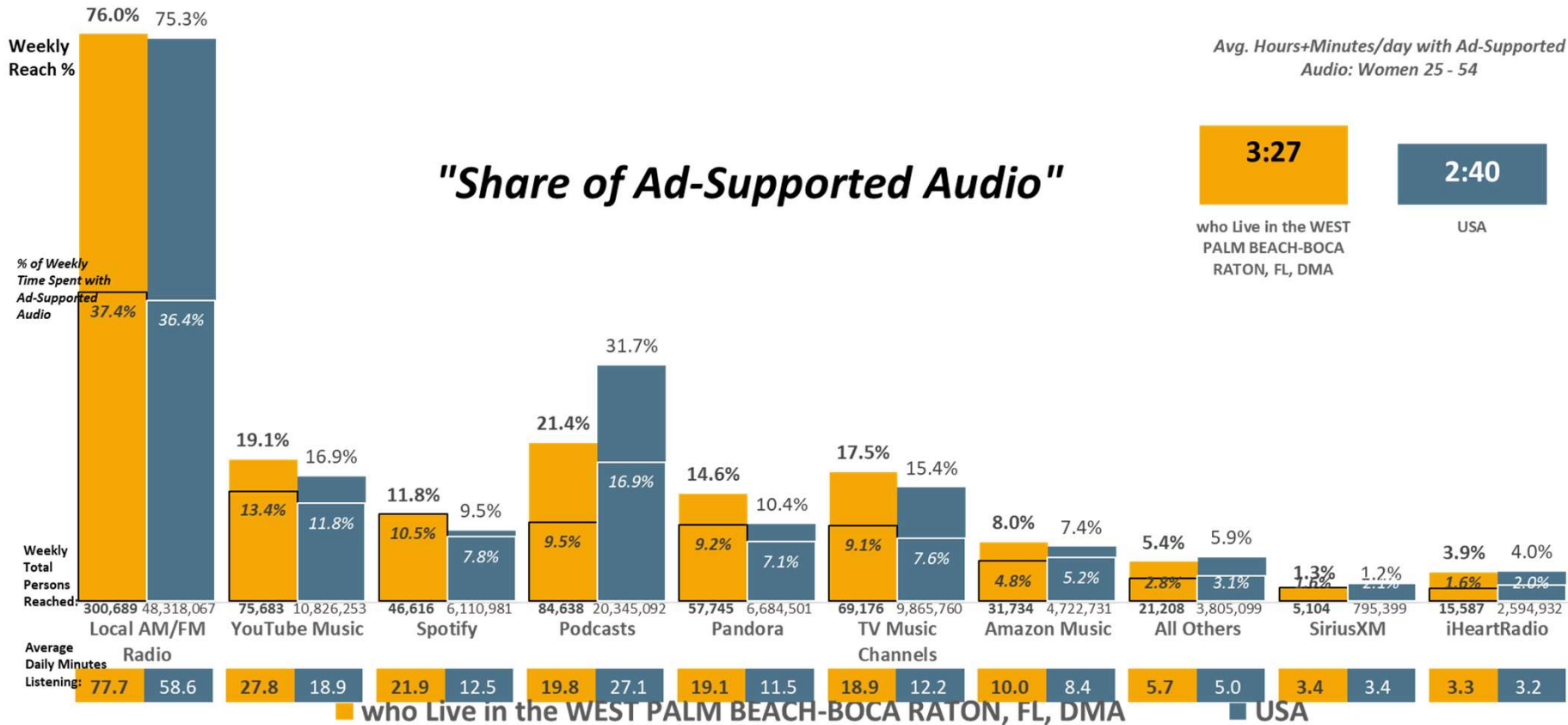


600,919 or 75.4% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 68.2 minutes every day representing 33.9% of all time spent daily with Ad-Supported Audio.



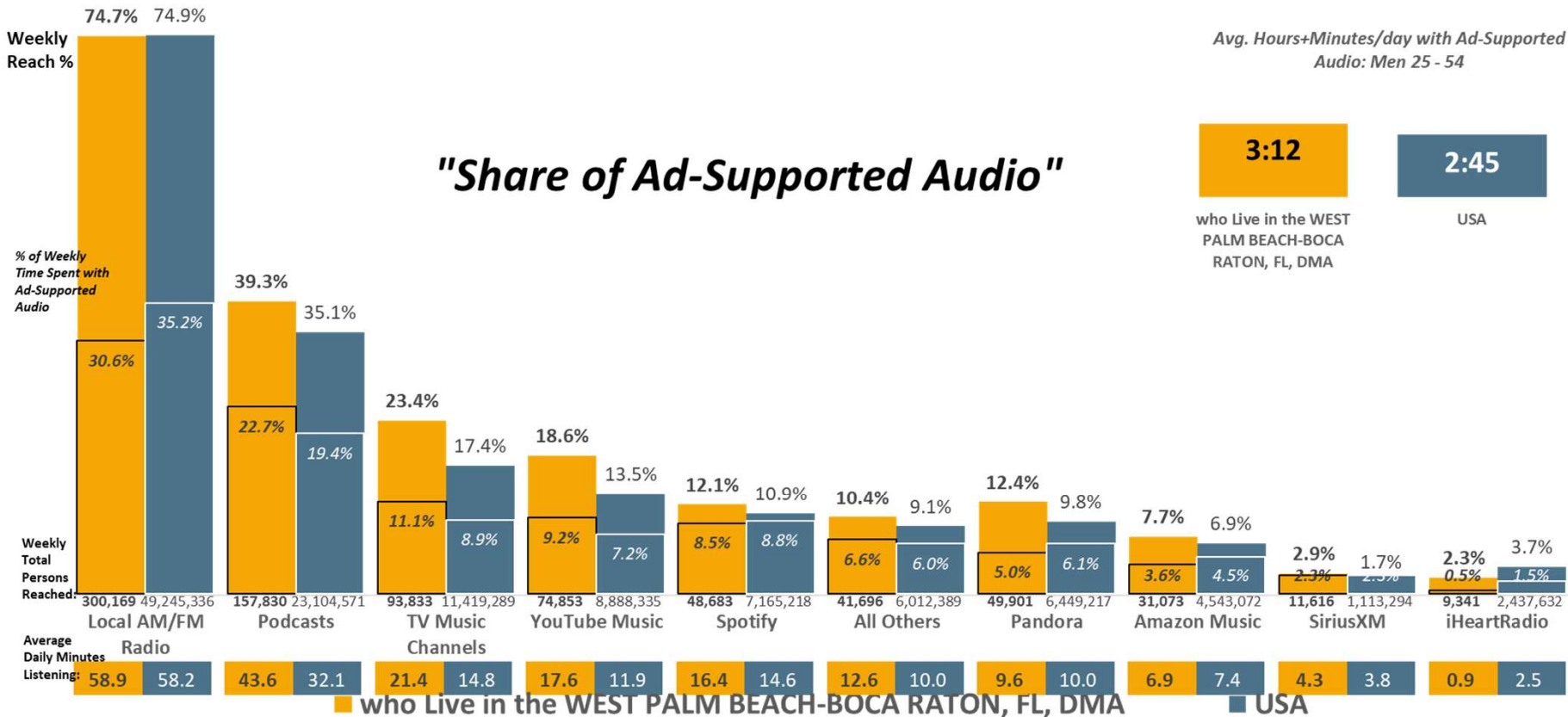


300,689 or 76.0% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 77.7 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.



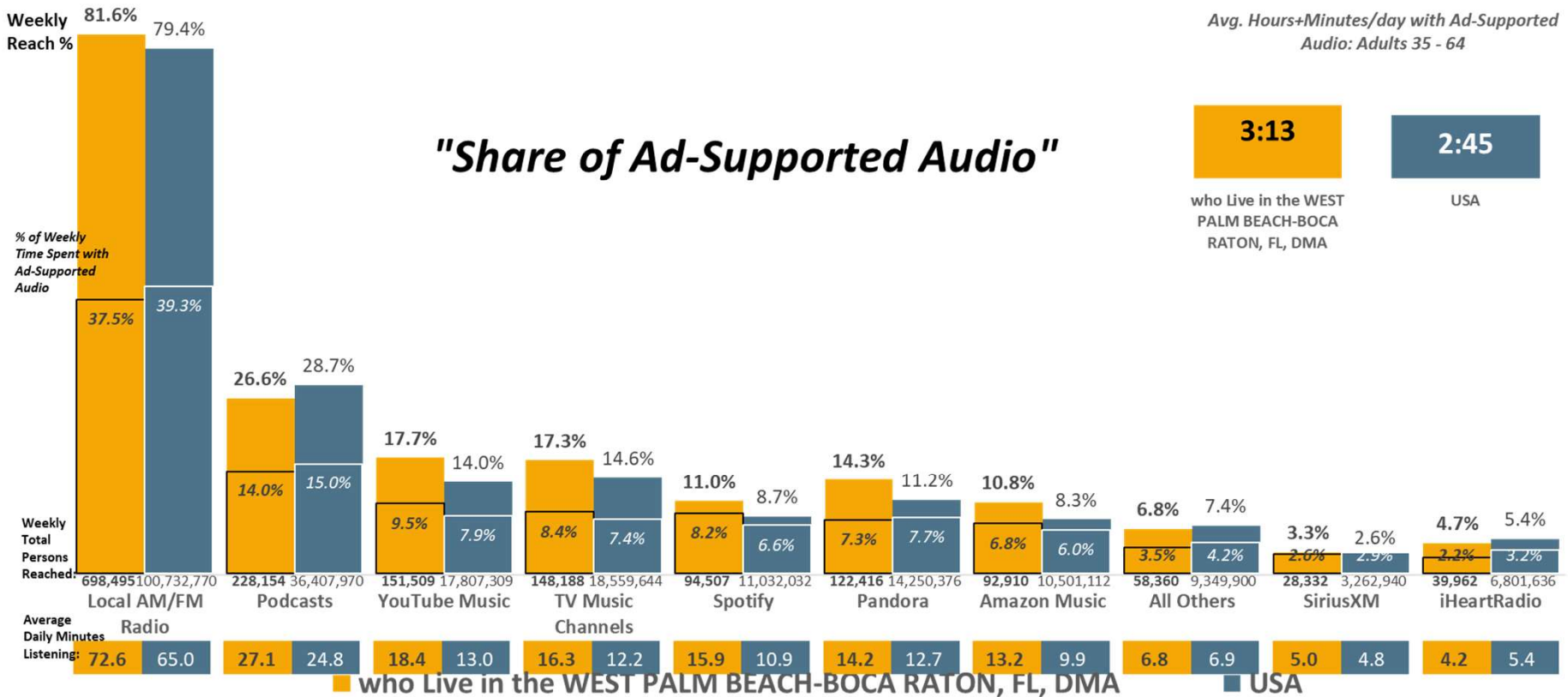


300,169 or 74.7% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 30.6% of all time spent daily with Ad-Supported Audio.





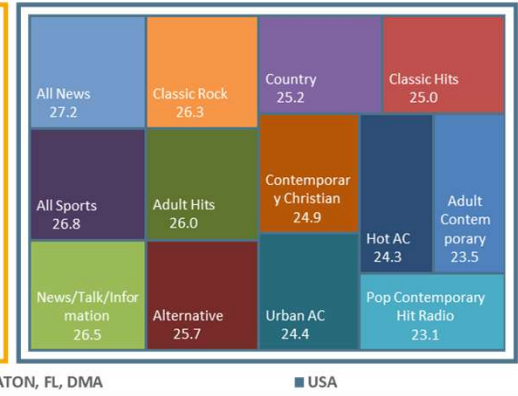
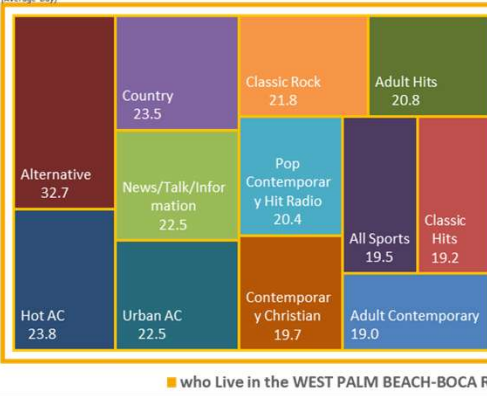
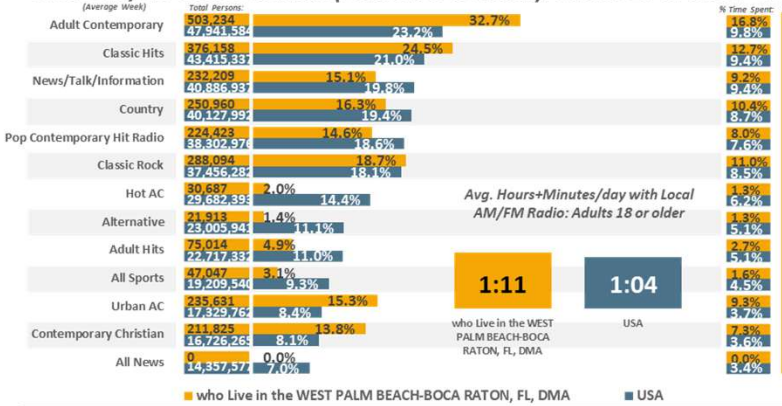
698,495 or 81.6% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 72.6 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.



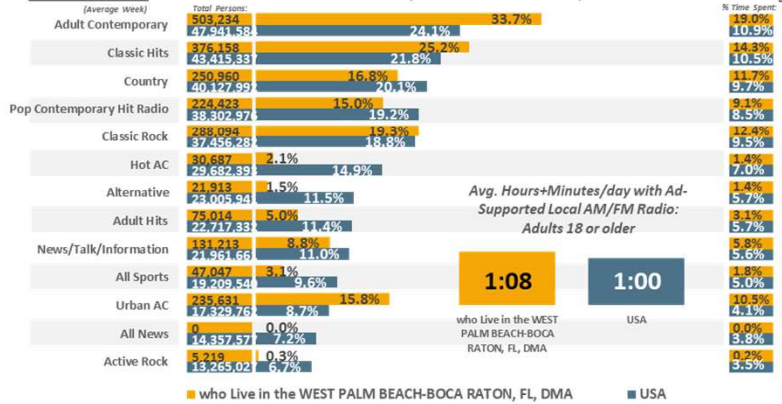


1,495,246 or 76.9% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Urban AC.

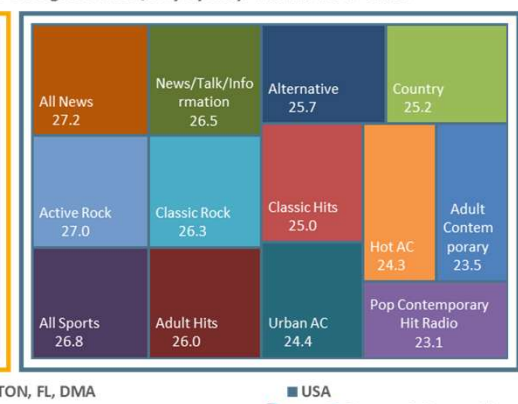
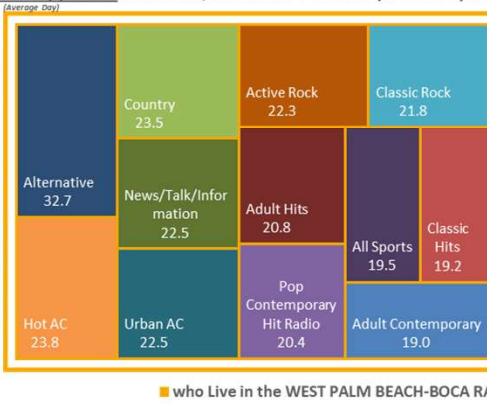
**Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older**      **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



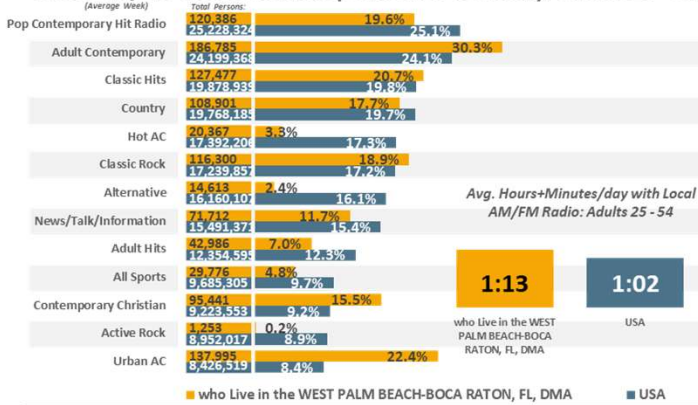
**Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



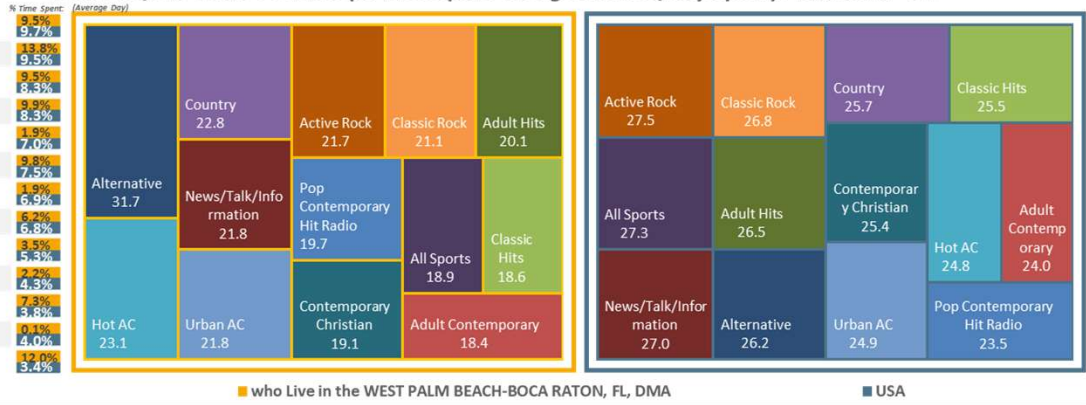


600,919 or 75.4% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Classic Hits, Pop Contemporary Hit Radio, and Classic Rock.

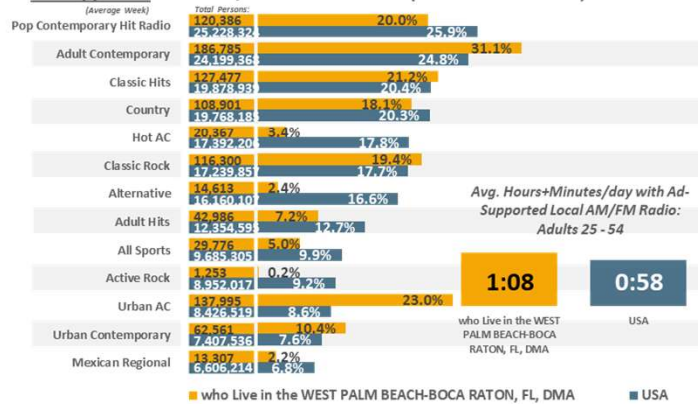
**Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54**



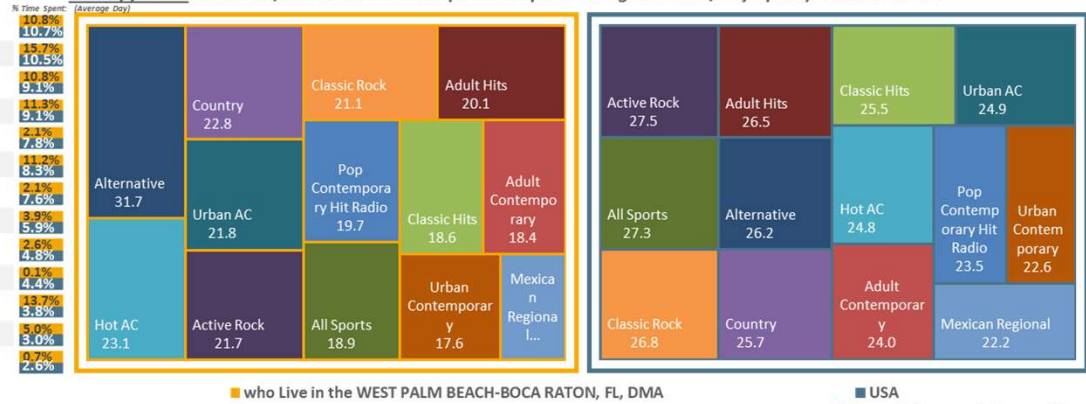
**Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54**



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



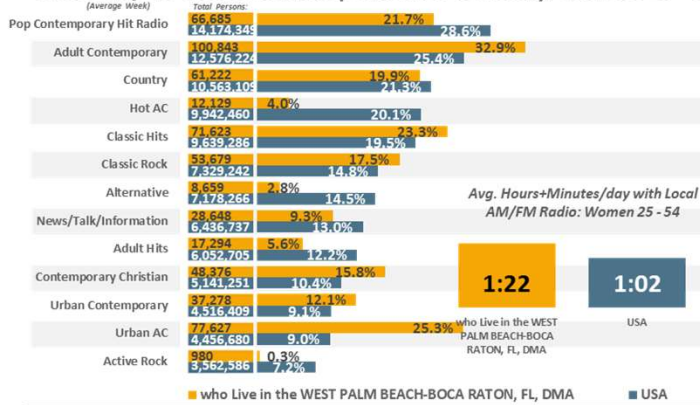
**Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54**



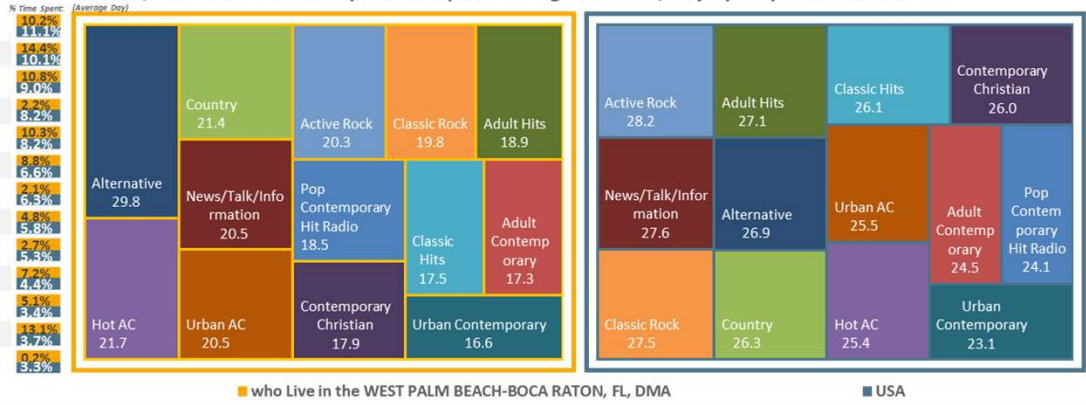


300,689 or 76.% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Classic Hits, Pop Contemporary Hit Radio, and Country.

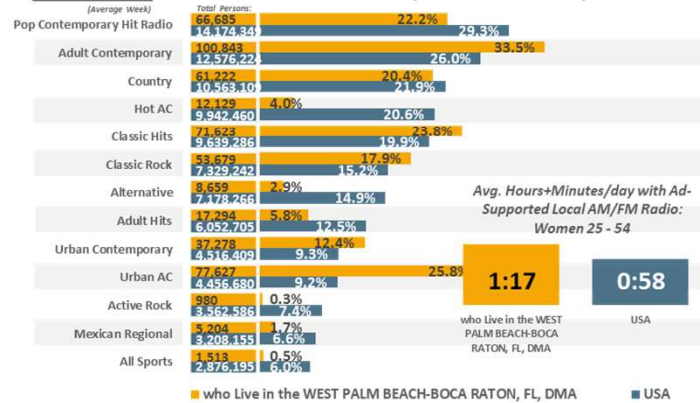
**Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54**



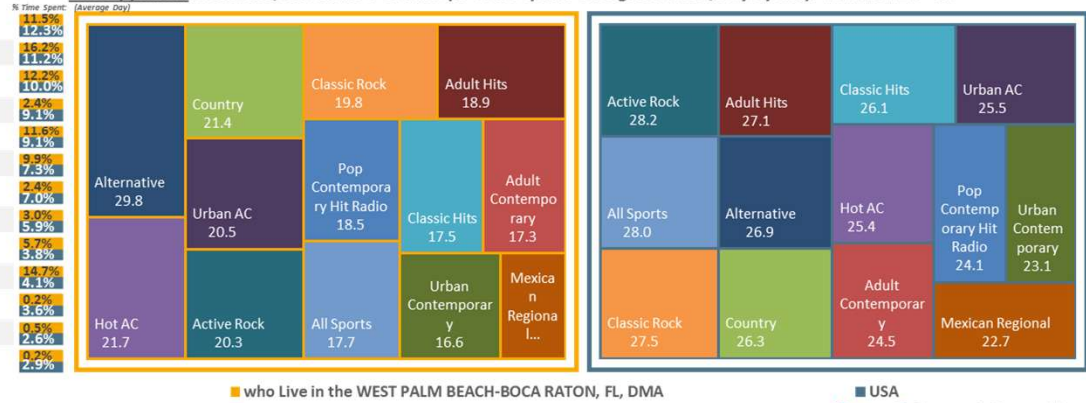
**Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54**



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



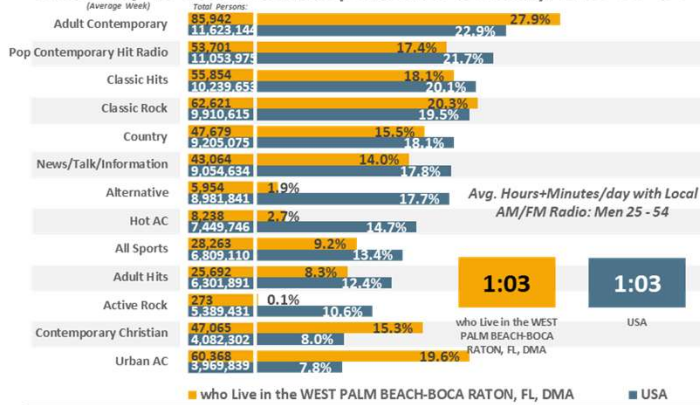
**Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54**



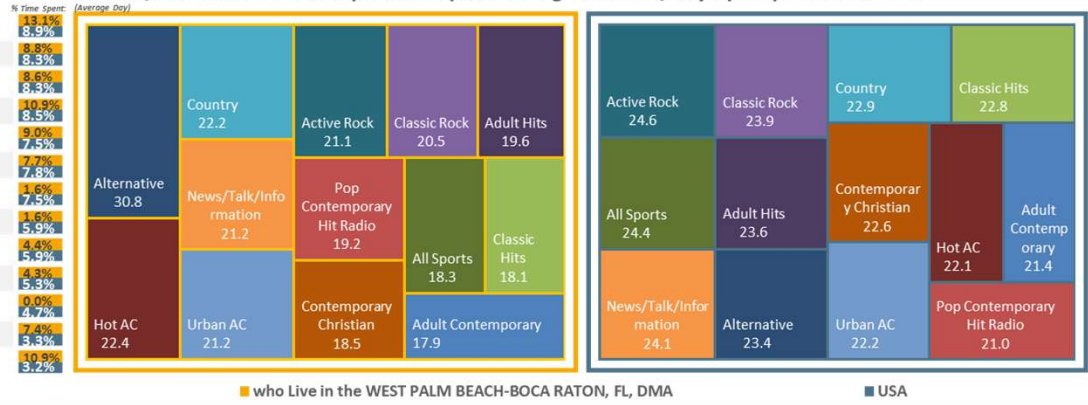


300,169 or 74.7% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Urban AC, Classic Hits, and Pop Contemporary Hit Radio.

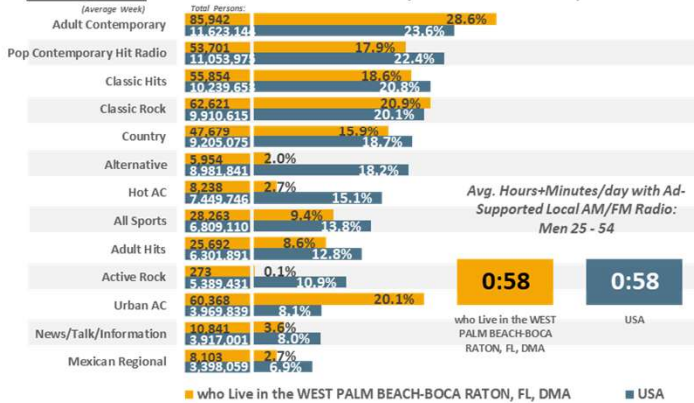
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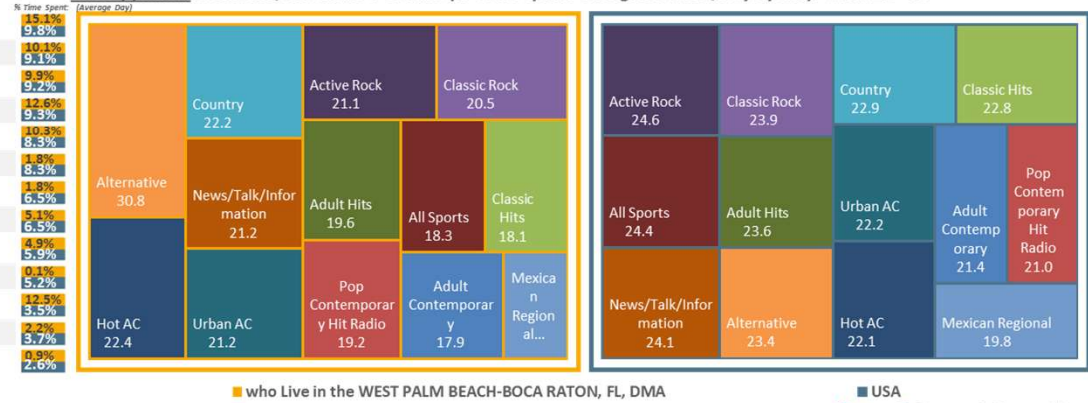
**Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54**



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



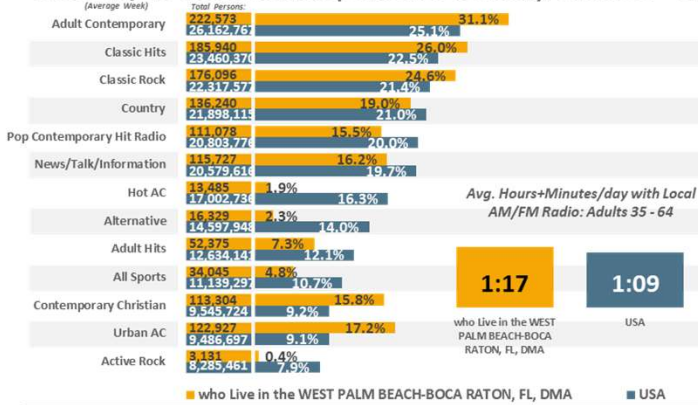
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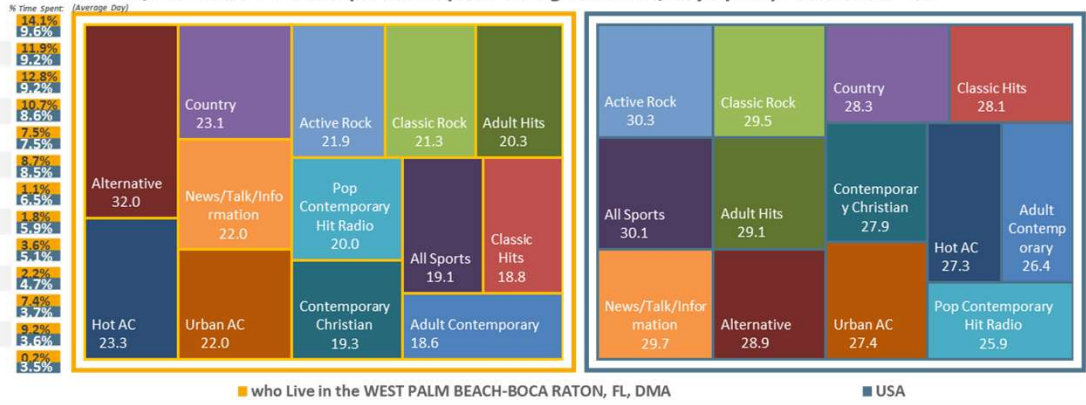


698,495 or 81.6% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Urban AC.

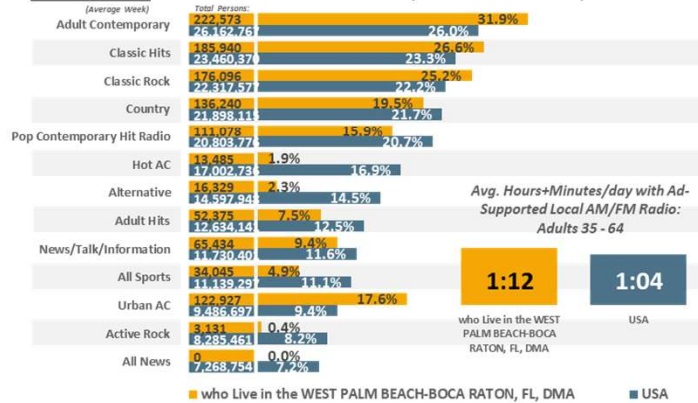
**Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64**



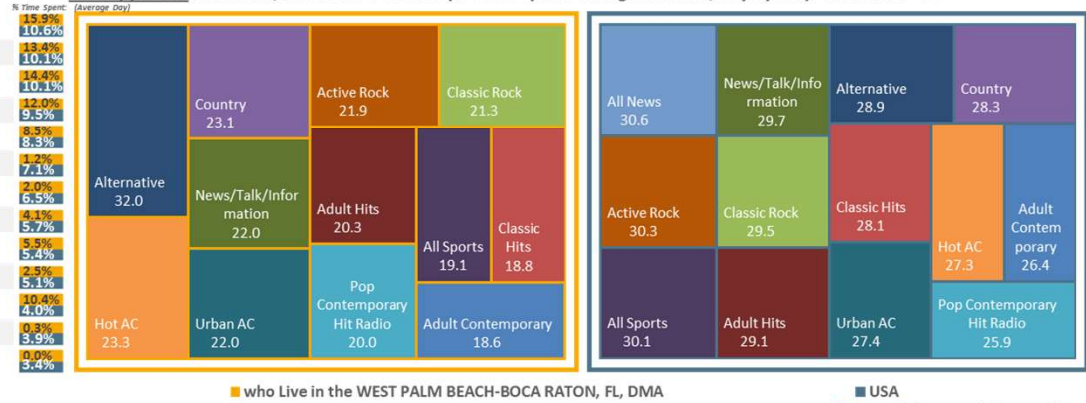
**Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64**



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



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

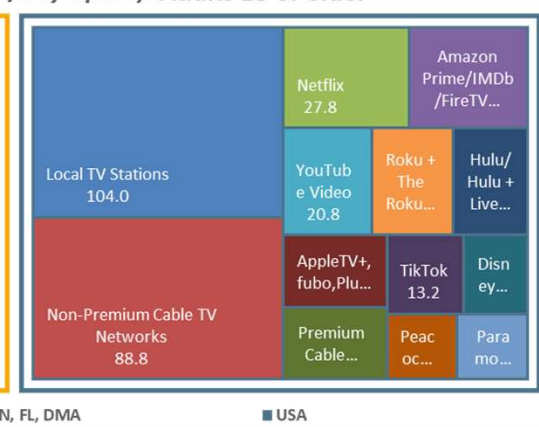
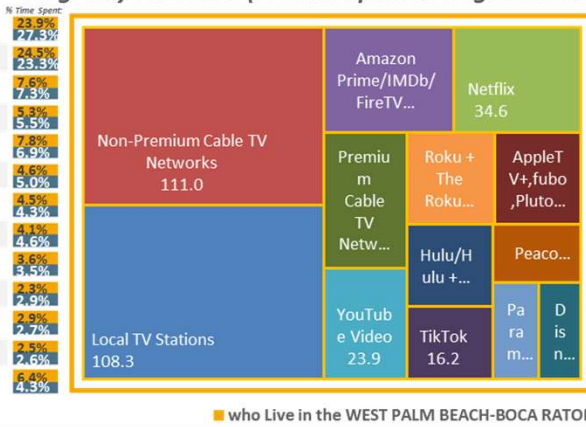
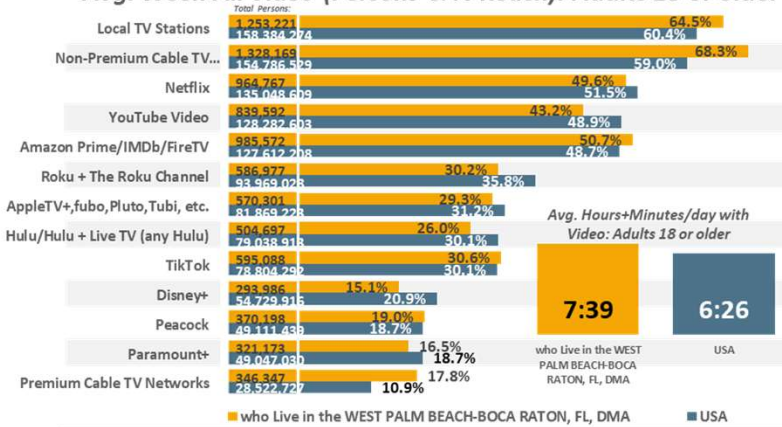




1,238,577 or 63.7% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations for an average of 103.9 minutes every day representing 27.4% of all time spent daily with Ad-Supported Video.

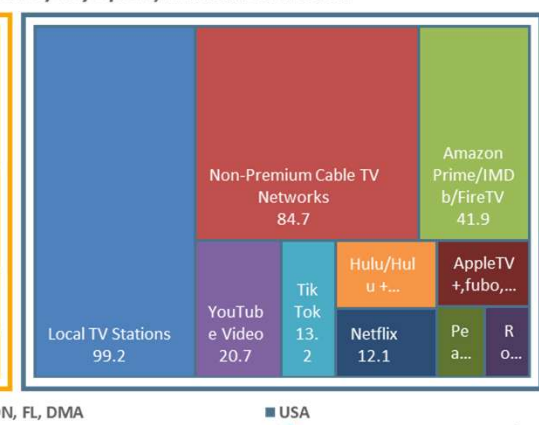
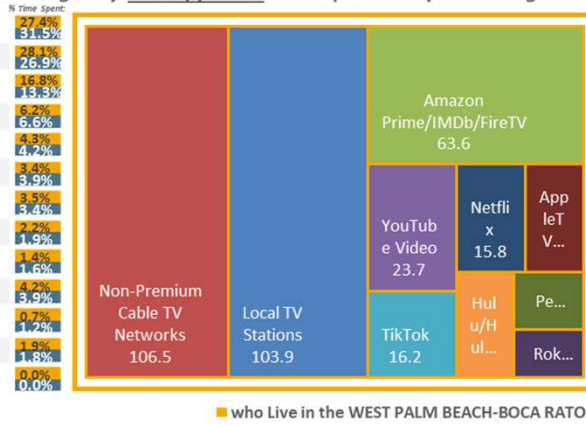
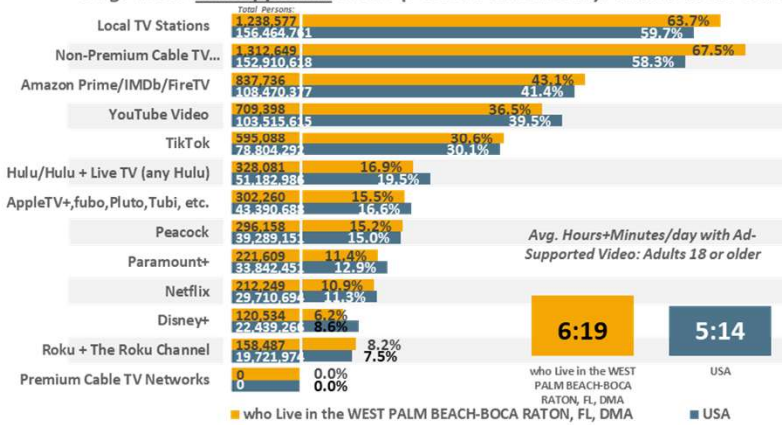
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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

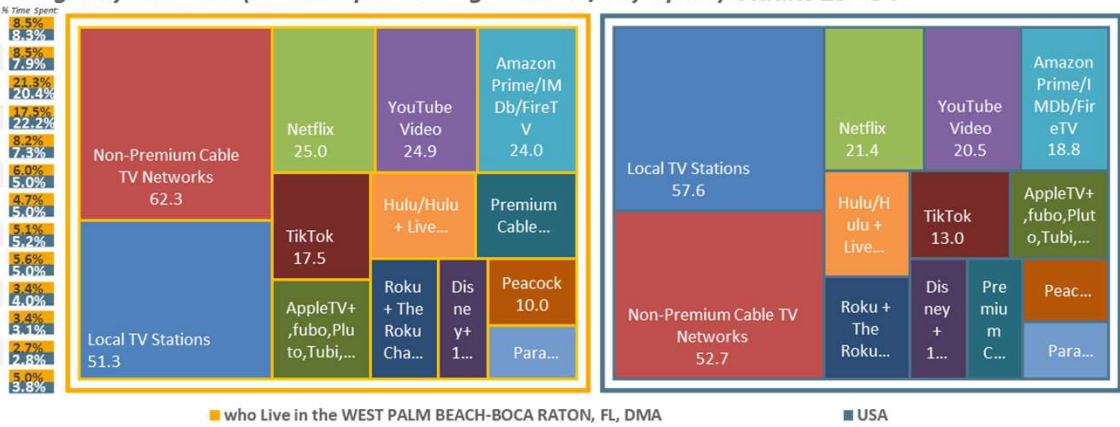
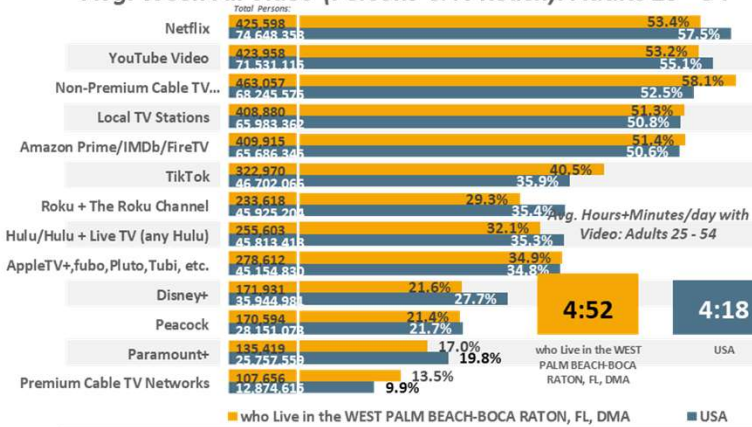




403,917 or 50.7% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations for an average of 49.5 minutes every day representing 21.3% of all time spent daily with Ad-Supported Video.

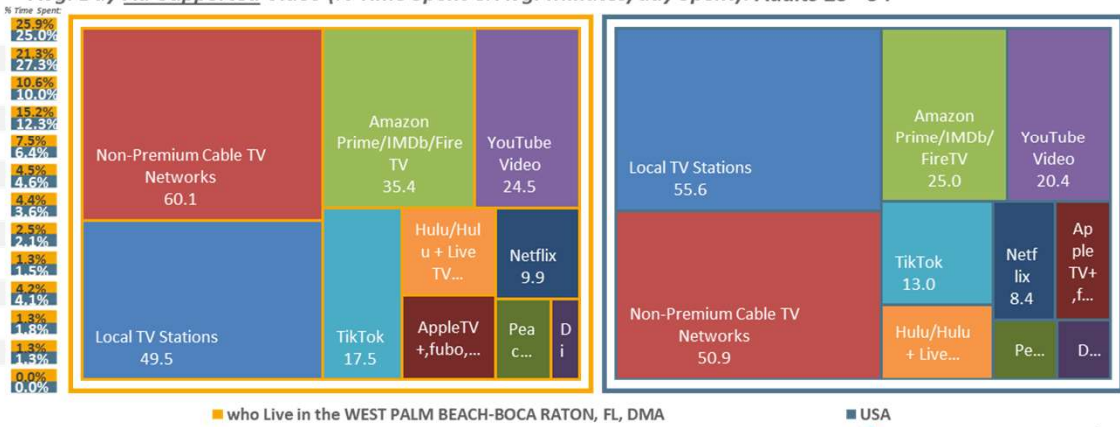
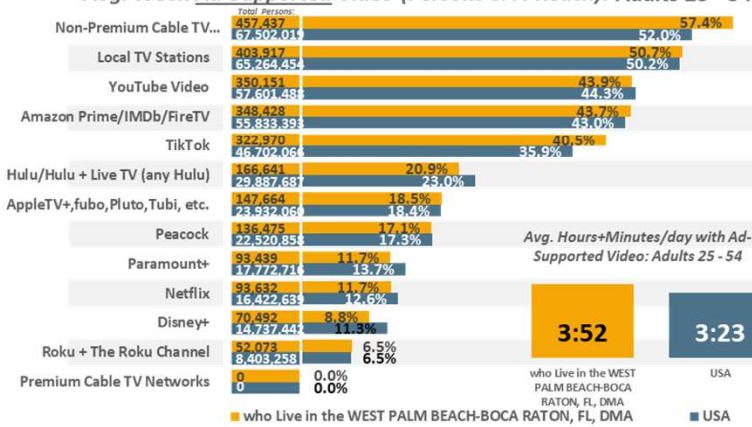
**Avg. Week All Video (Persons & % Reach): Adults 25 - 54**

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



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

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

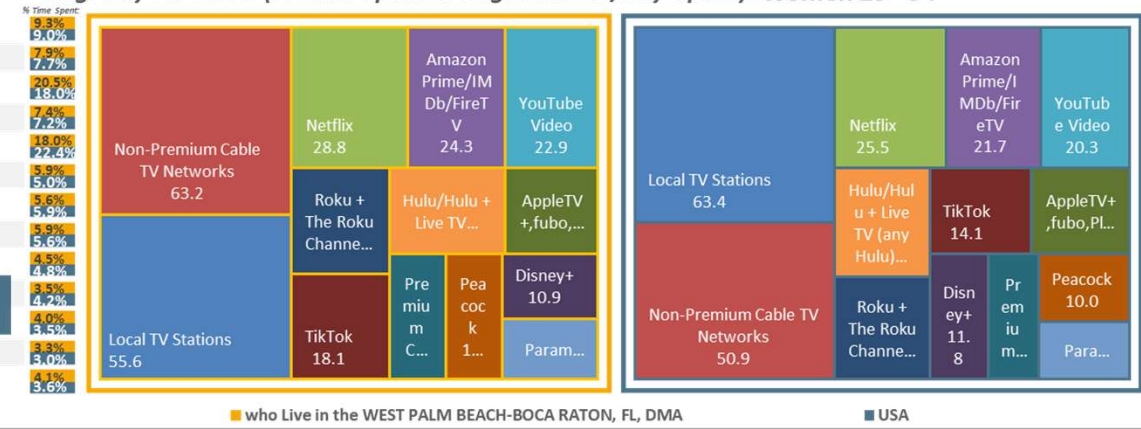
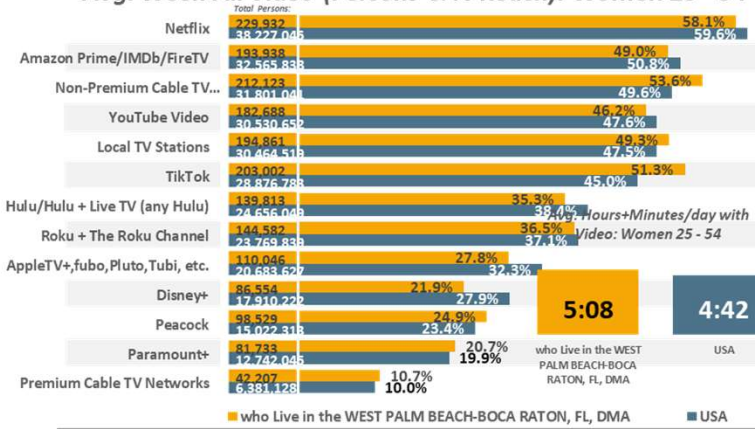




191,986 or 48.5% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations for an average of 53.8 minutes every day representing 22.7% of all time spent daily with Ad-Supported Video.

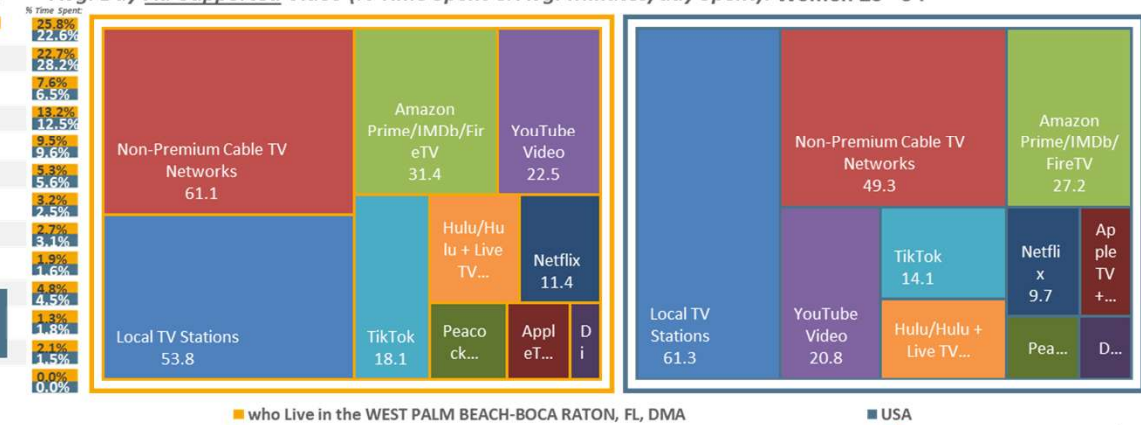
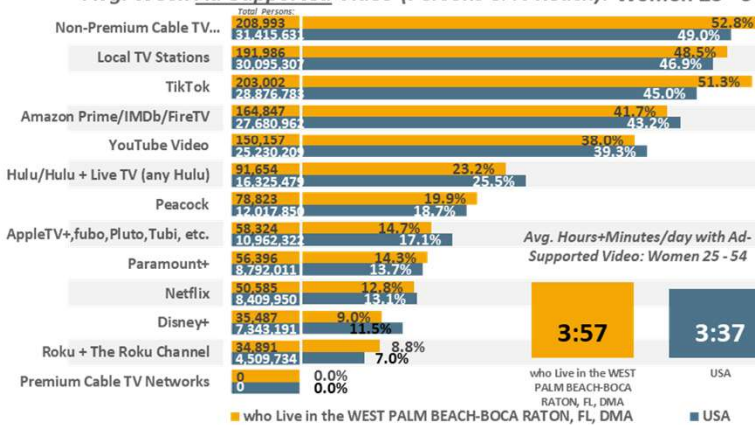
**Avg. Week All Video (Persons & % Reach): Women 25 - 54**

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



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

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

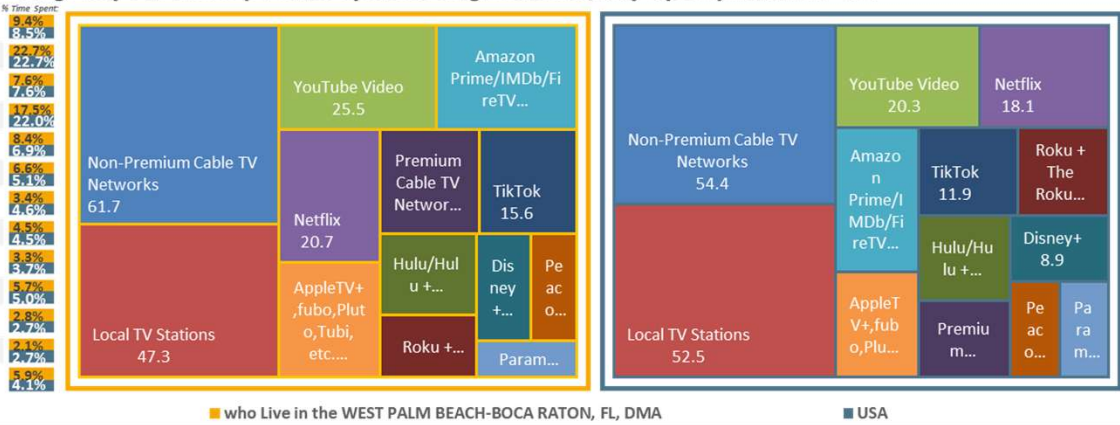
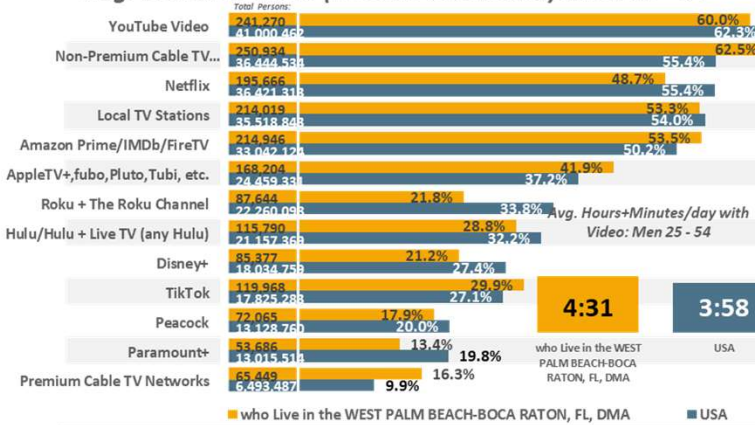




212,003 or 52.8% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations for an average of 45.5 minutes every day representing 20.4% of all time spent daily with Ad-Supported Video.

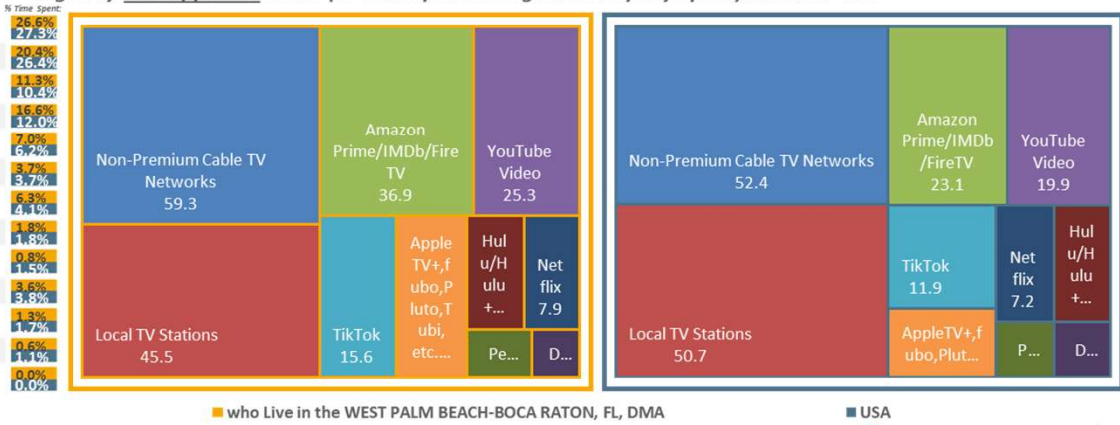
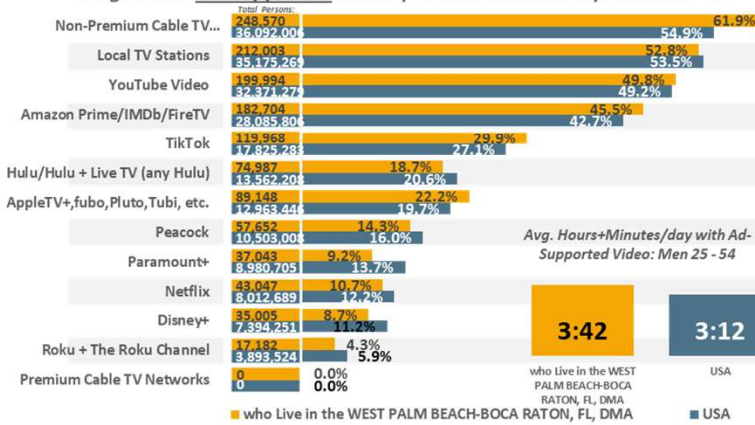
**Avg. Week All Video (Persons & % Reach): Men 25 - 54**

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



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

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

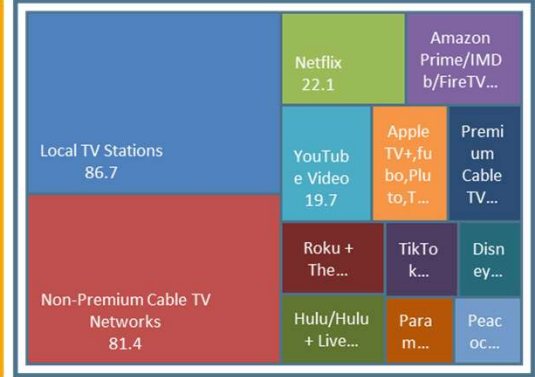
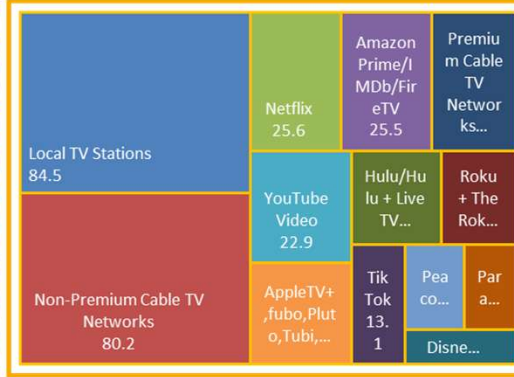
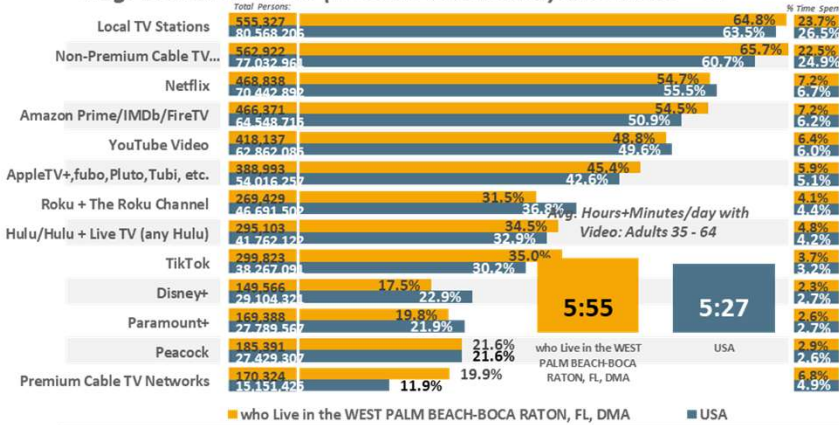




548,168 or 64.% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations for an average of 81.2 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

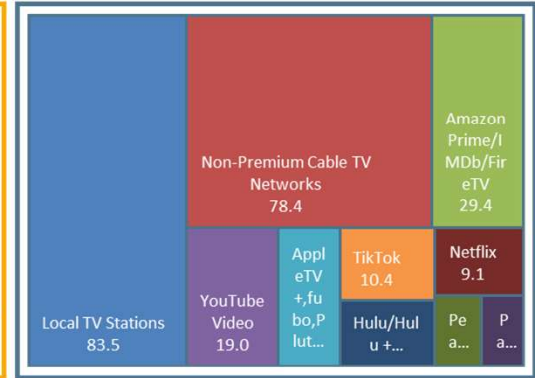
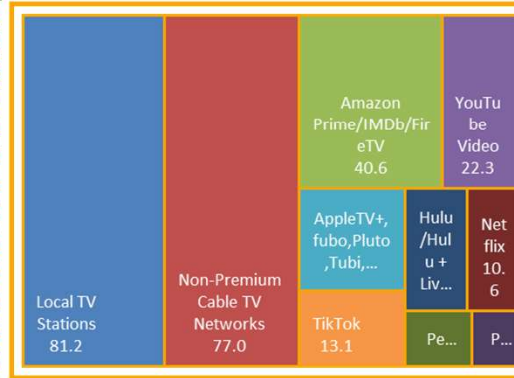
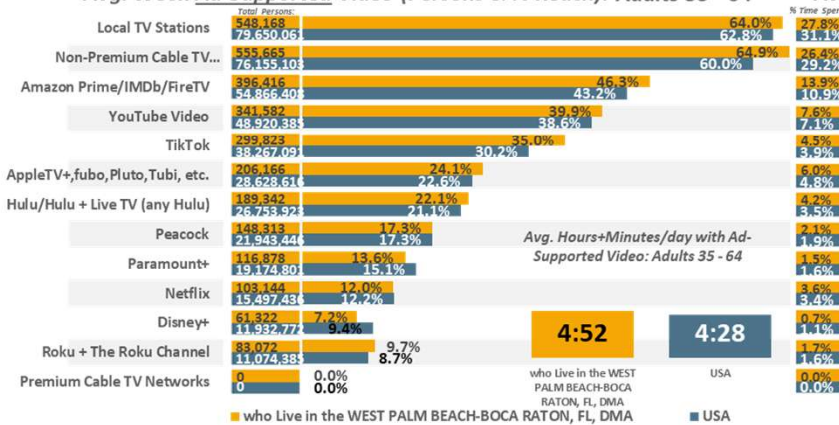
**Avg. Week All Video (Persons & % Reach): Adults 35 - 64**

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



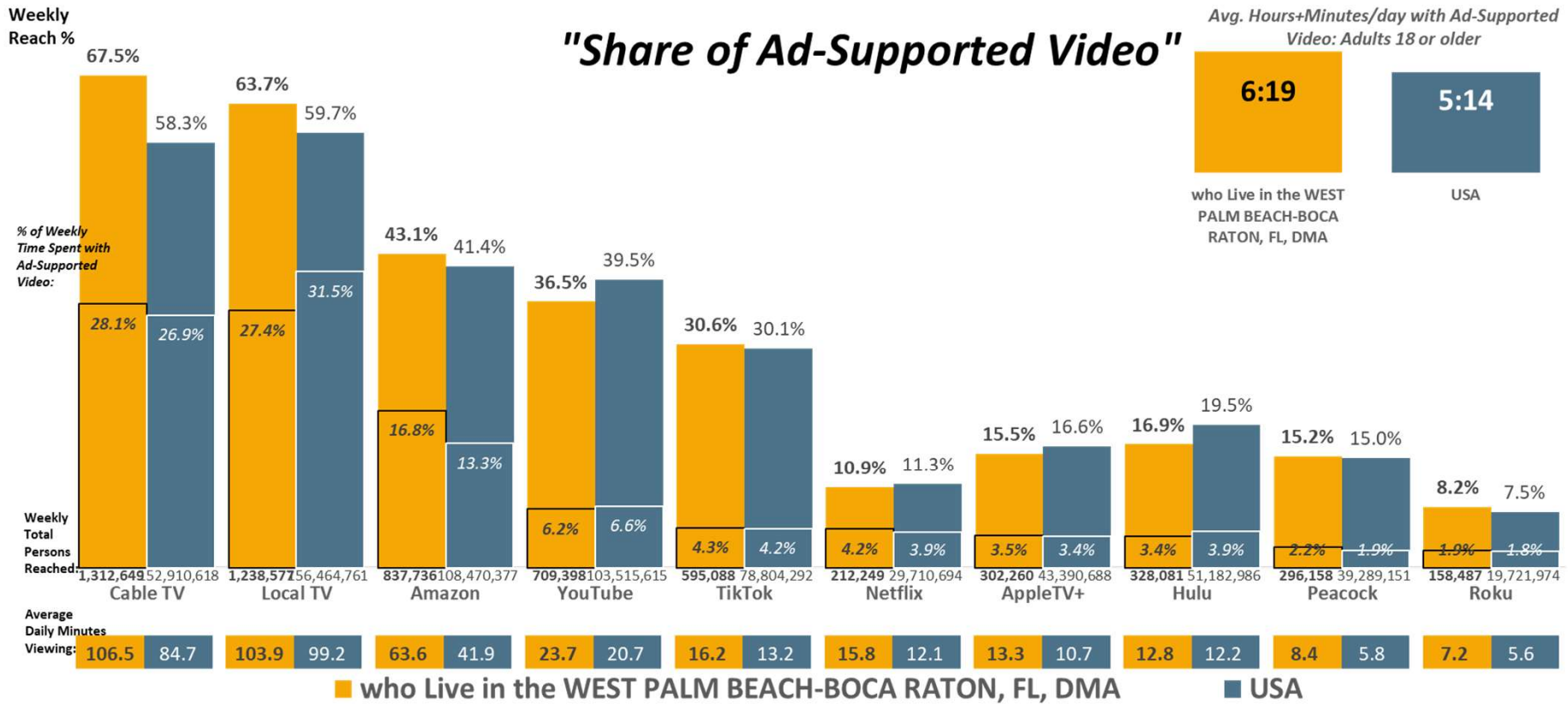
**Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 - 64**

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





1,238,577 or 63.7% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations for an average of 103.9 minutes every day representing 27.4% of all time spent daily with Ad-Supported Video.



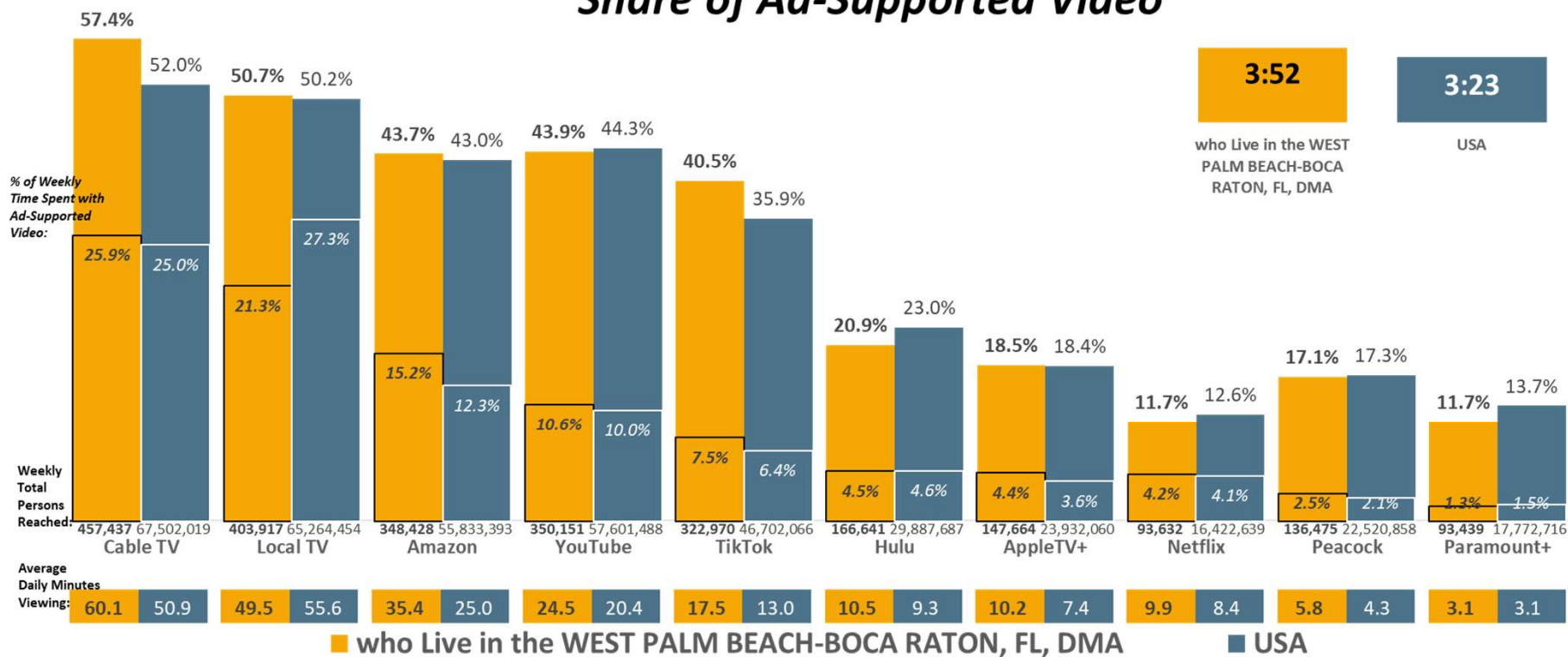


403,917 or 50.7% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations for an average of 49.5 minutes every day representing 21.3% of all time spent daily with Ad-Supported Video.

Weekly Reach %

### "Share of Ad-Supported Video"

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

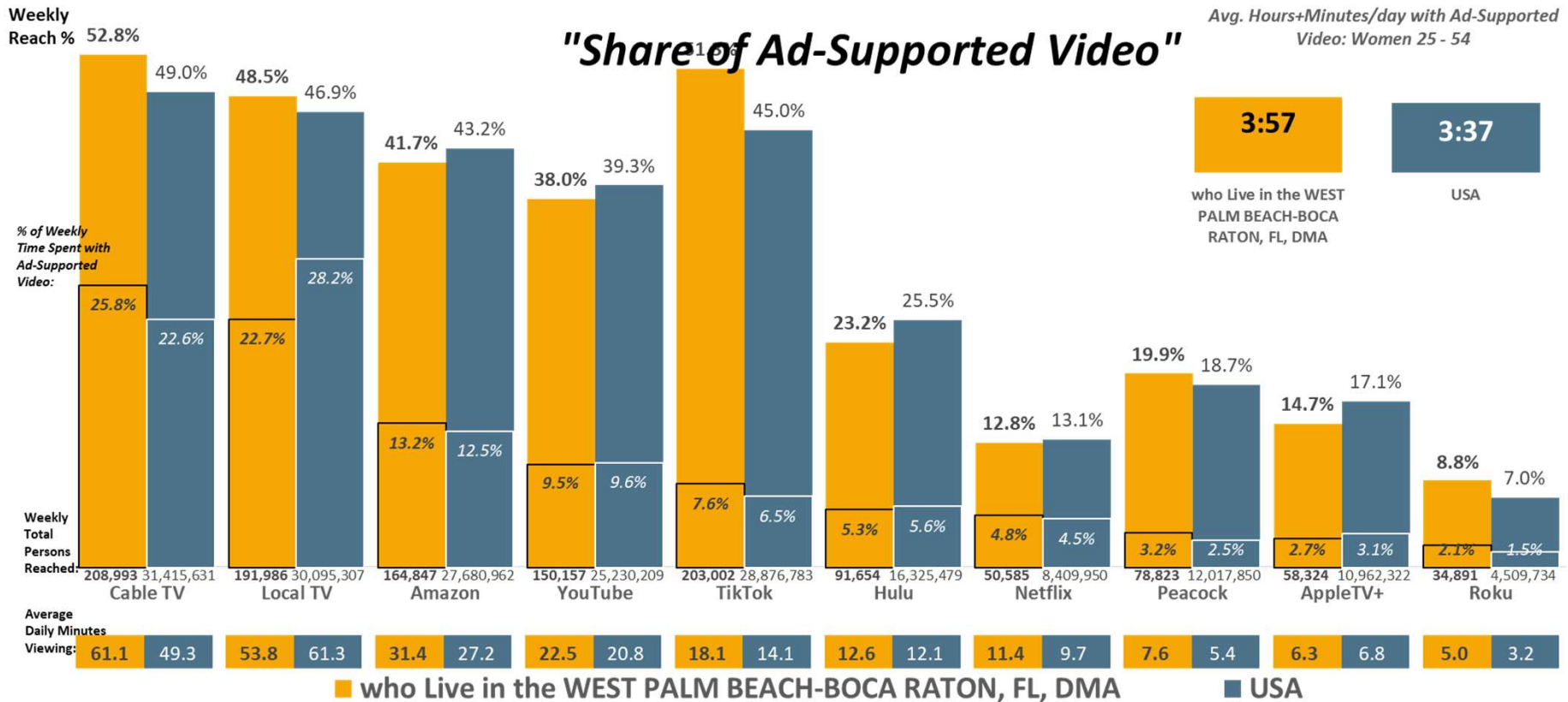


**3:52**  
who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA

**3:23**  
USA

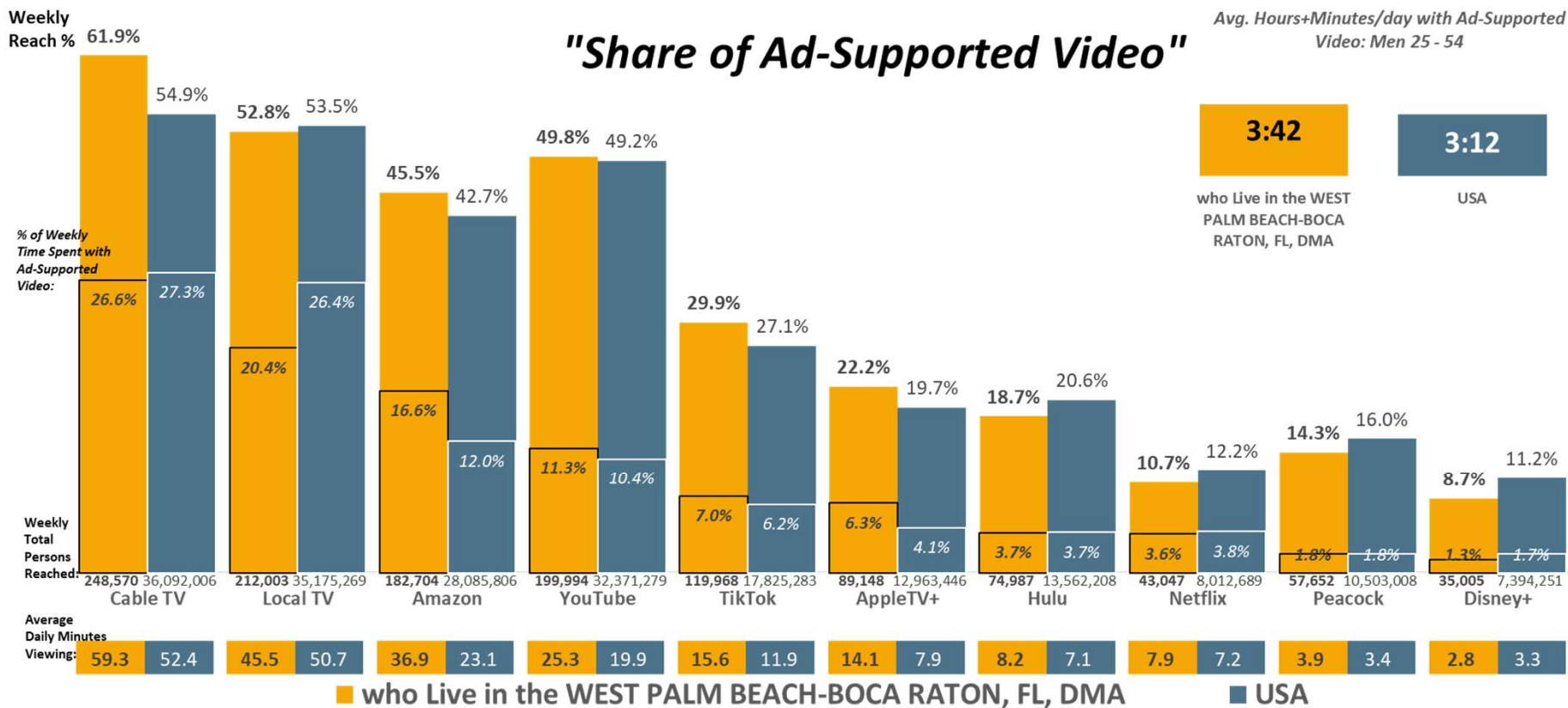


191,986 or 48.5% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations for an average of 53.8 minutes every day representing 22.7% of all time spent daily with Ad-Supported Video.



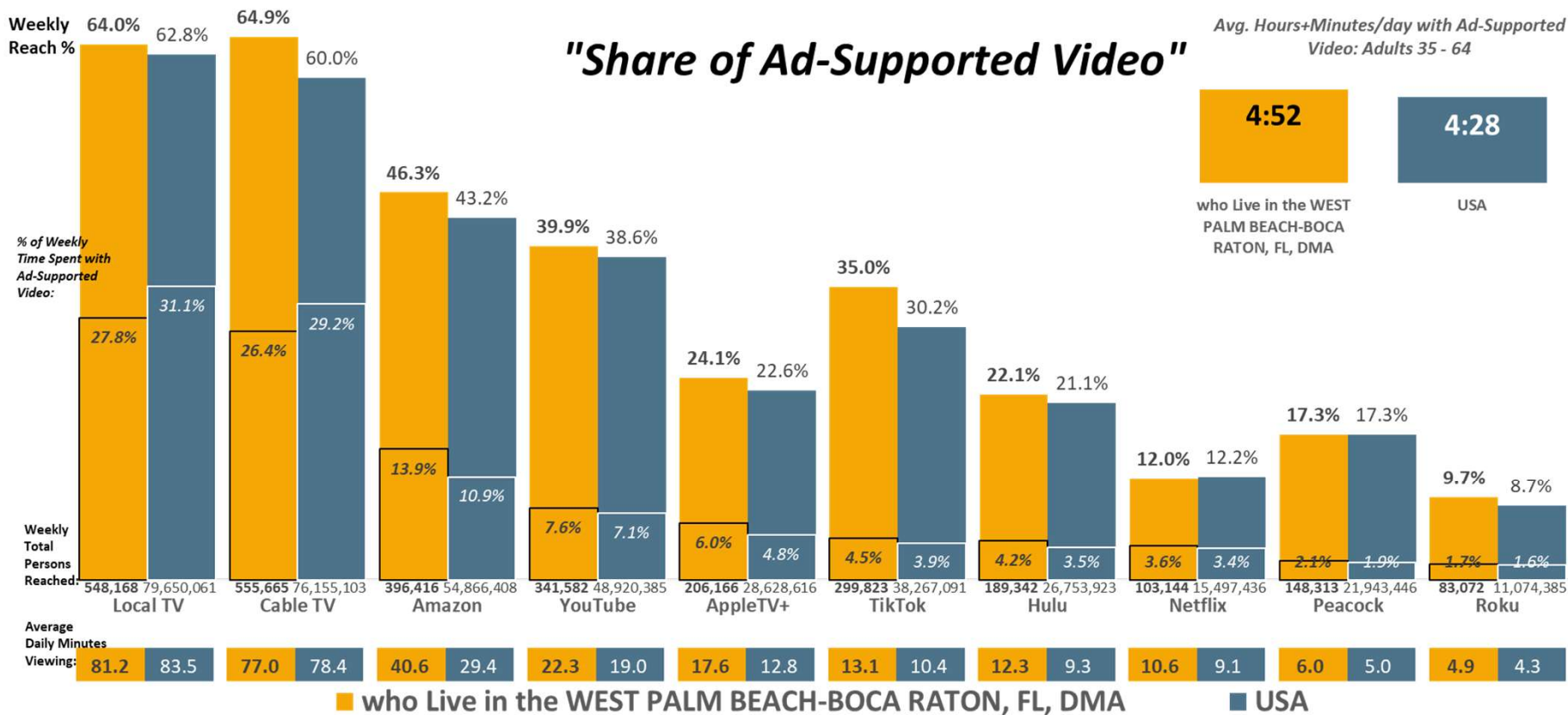


212,003 or 52.8% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations for an average of 45.5 minutes every day representing 20.4% of all time spent daily with Ad-Supported Video.





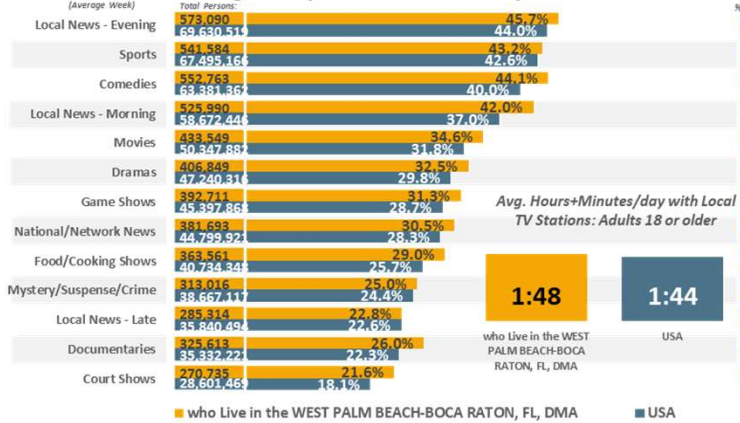
548,168 or 64.0% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations for an average of 81.2 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.



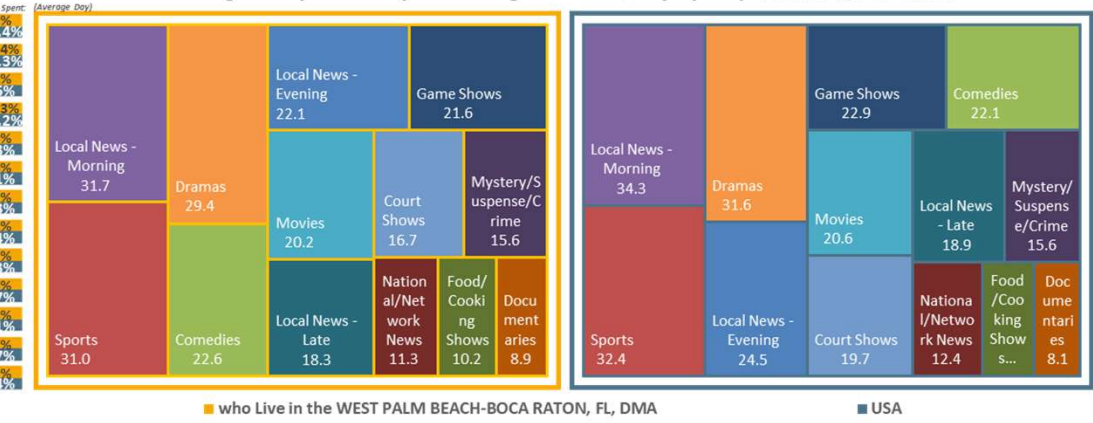


1,238,577 or 63.7% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Dramas.

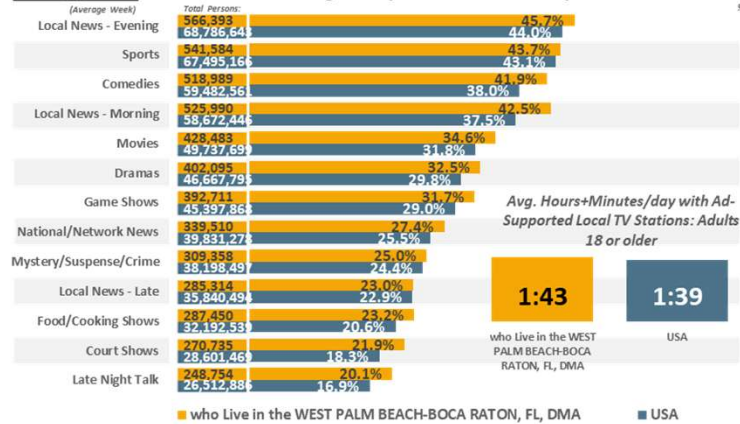
Local TV Station Programs (Persons & % Reach): Adults 18 or older



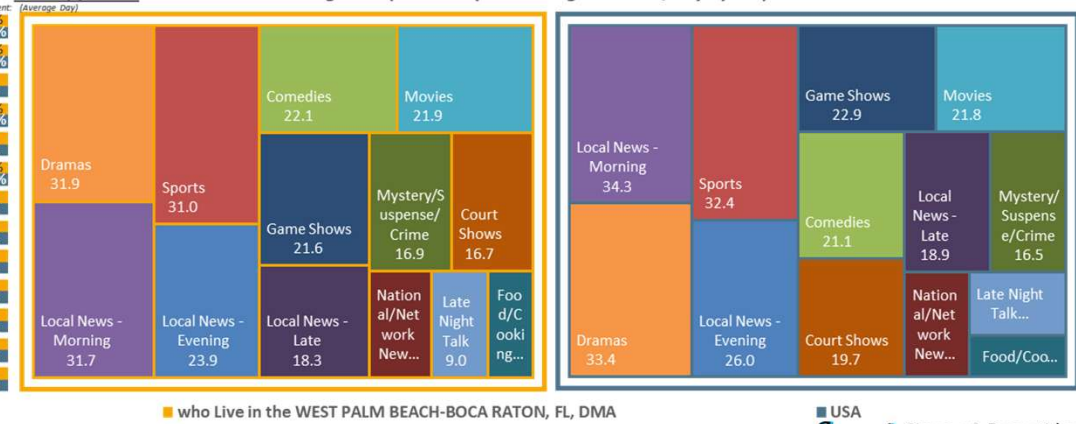
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



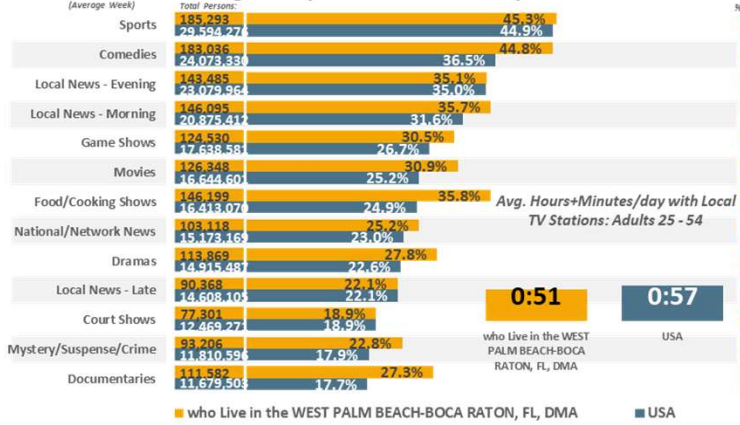
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



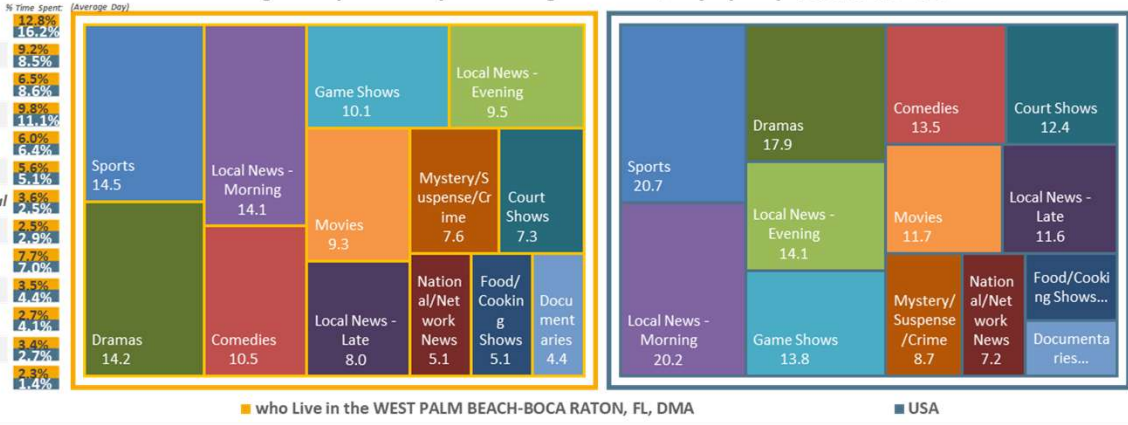


403,917 or 50.7% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Movies, and Game Shows.

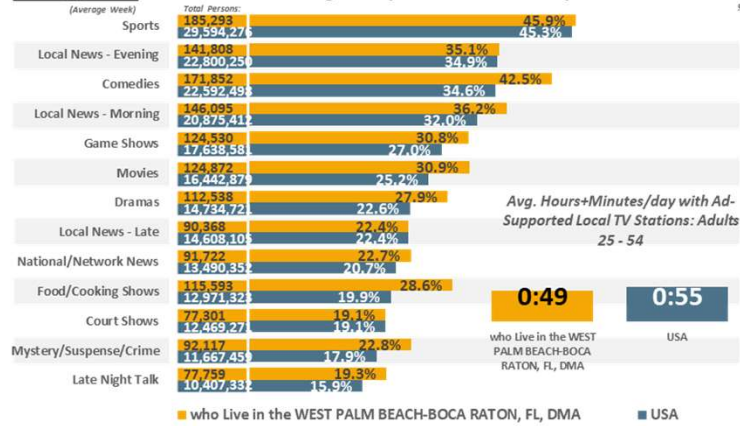
**Local TV Station Programs (Persons & % Reach): Adults 25 - 54**



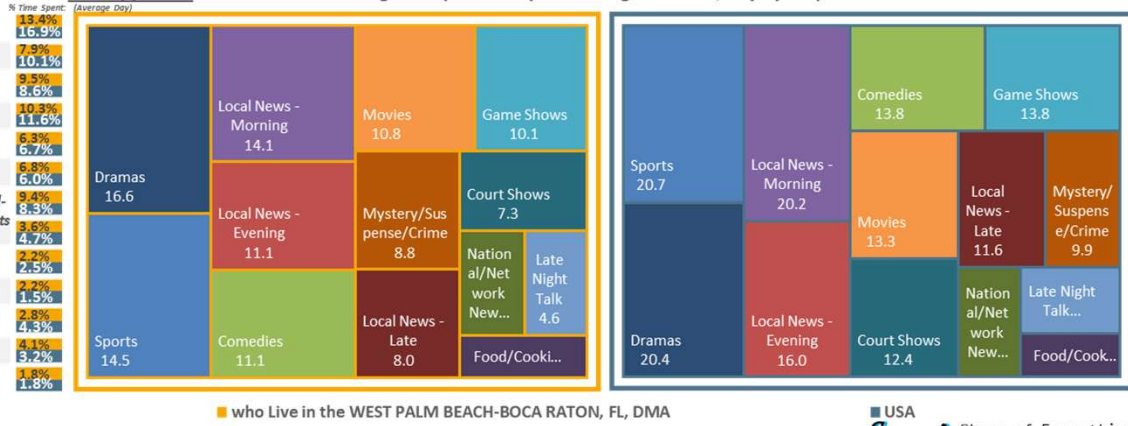
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54**



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



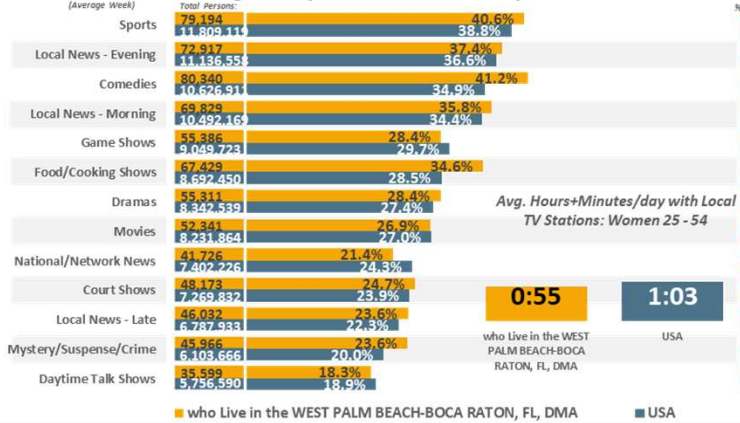
**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54**



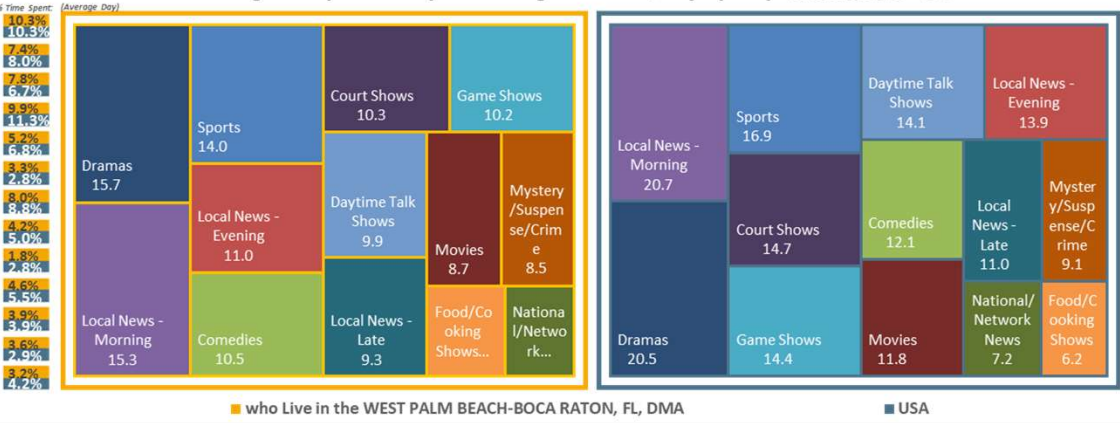


191,986 or 48.5% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Game Shows, and Dramas.

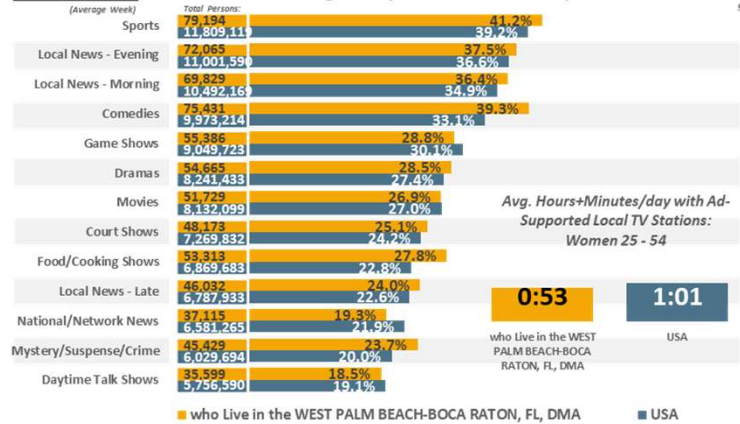
Local TV Station Programs (Persons & % Reach): Women 25 - 54



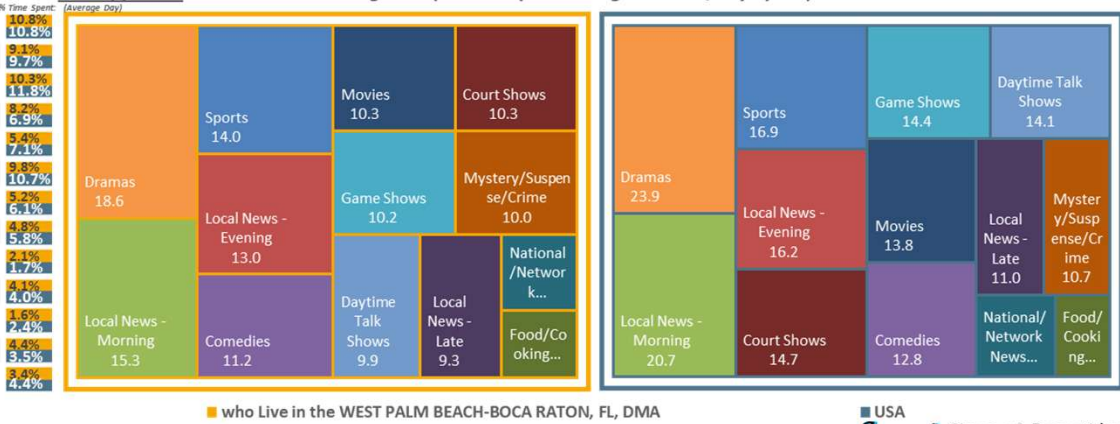
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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

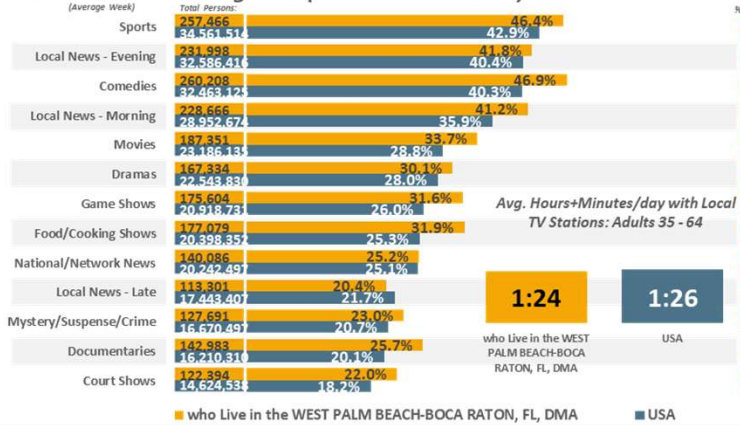




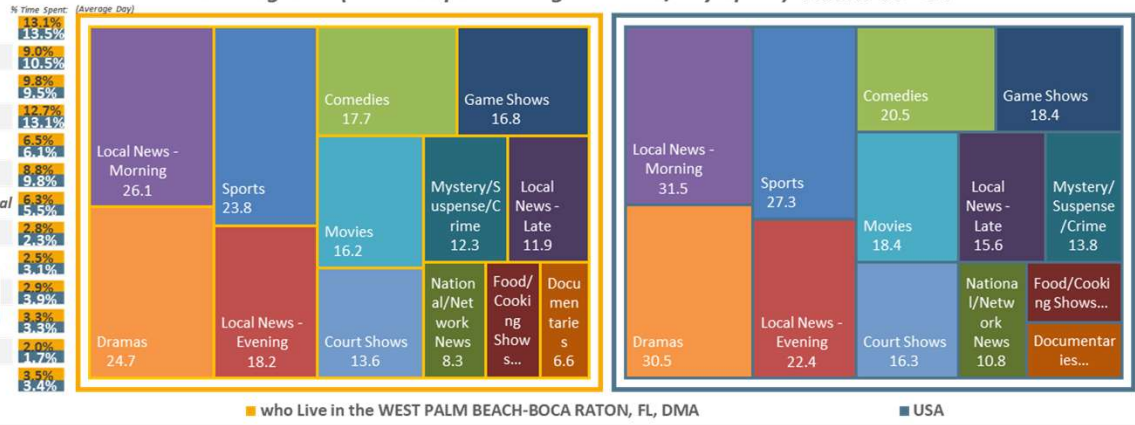


548,168 or 64.% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Game Shows.

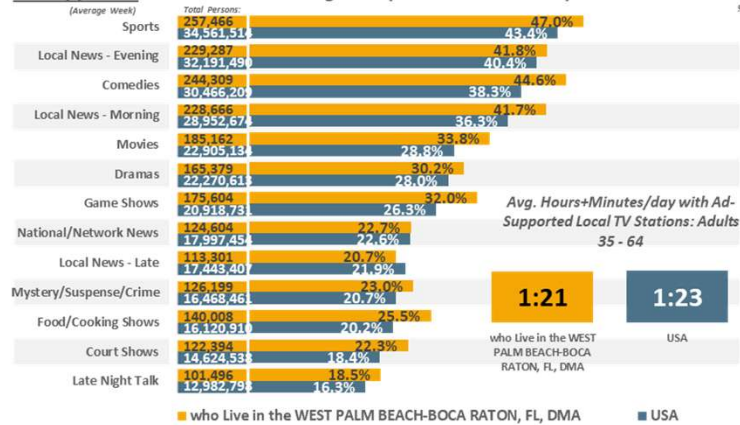
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



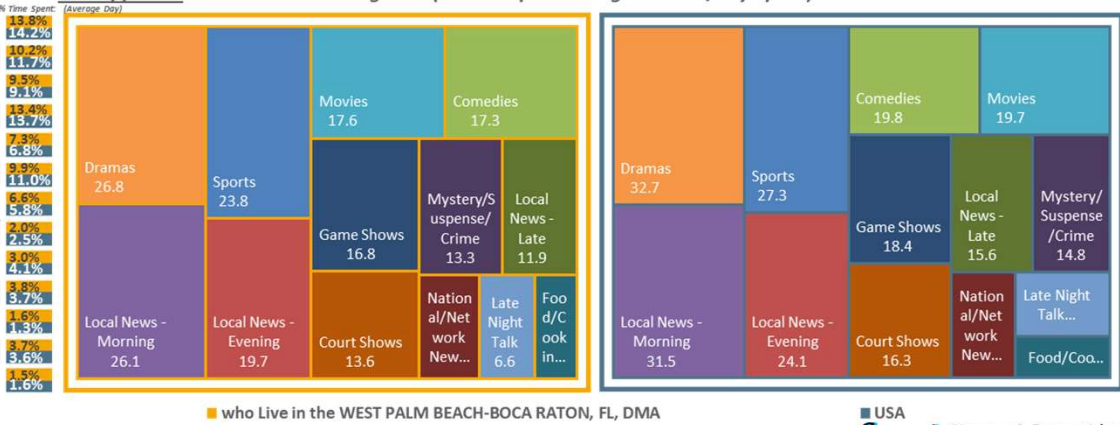
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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

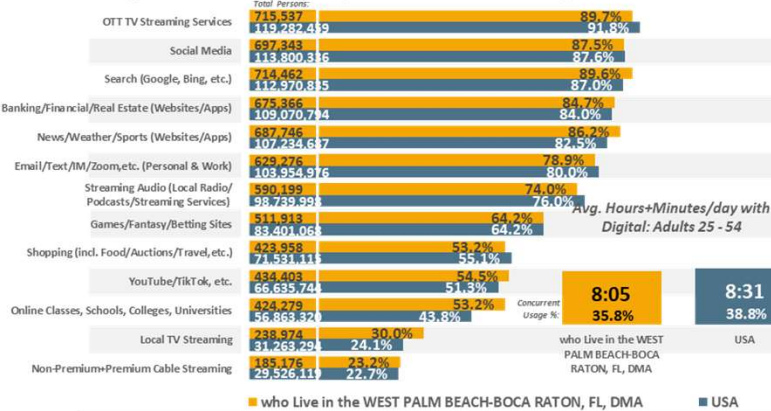




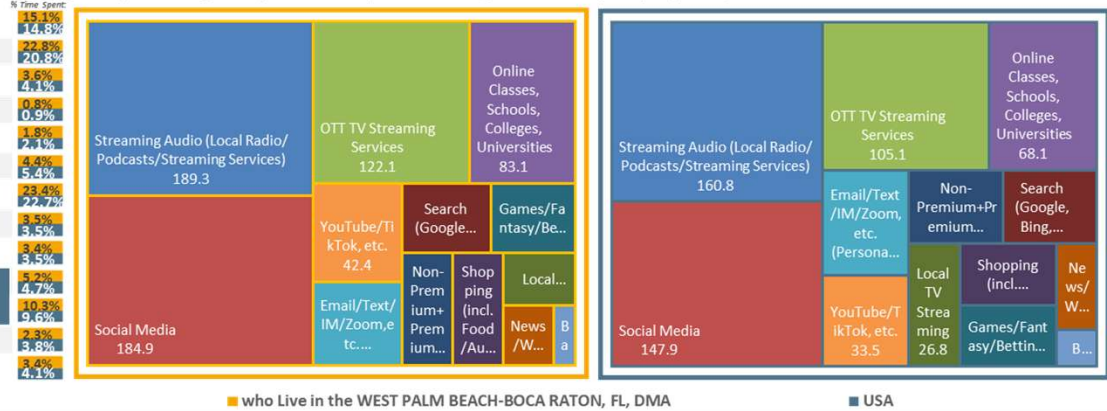


625,377 or 78.4% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 30.% of all time spent daily with Ad-Supported Digital Media.

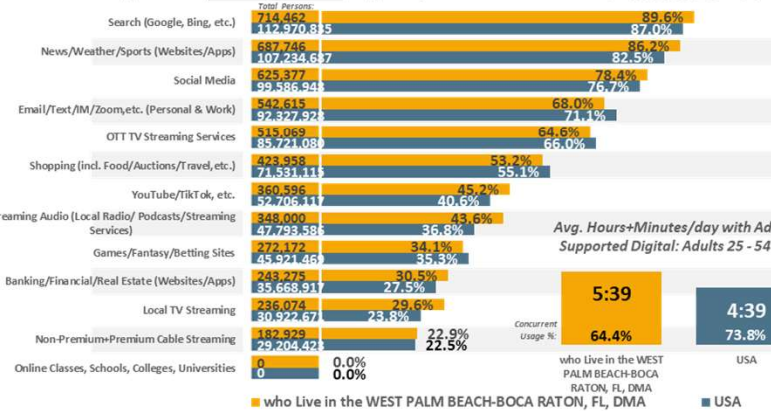
**Avg. Week All Digital (Persons & % Reach): Adults 25 - 54**



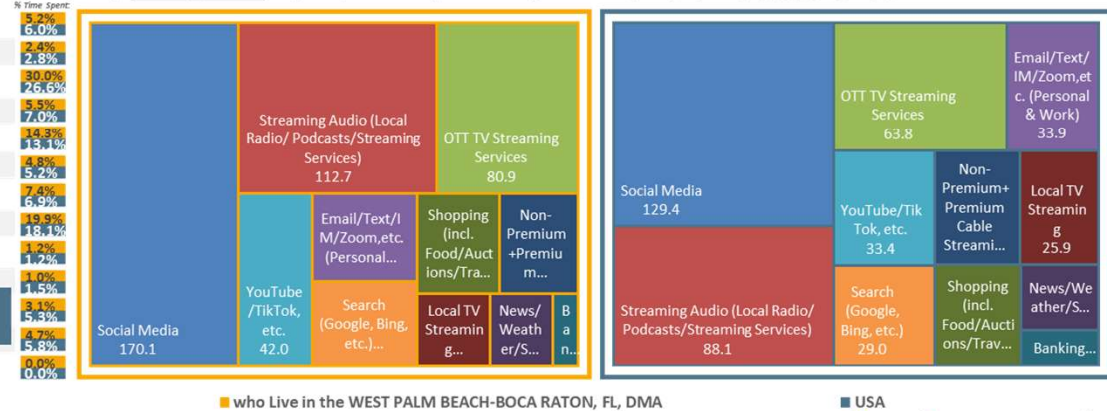
**Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54**



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



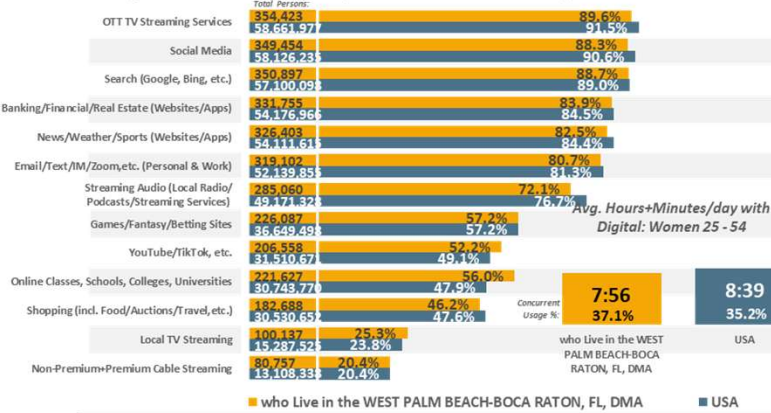
**Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54**



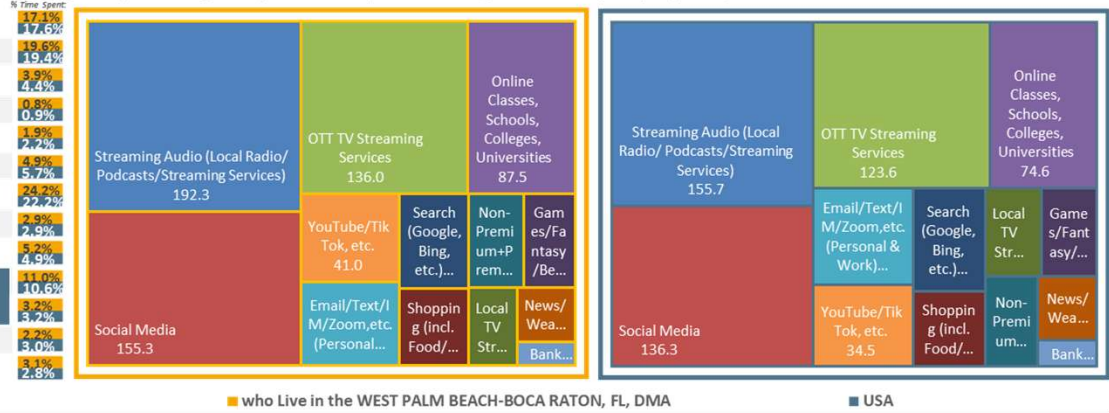


315,895 or 79.9% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 26.6% of all time spent daily with Ad-Supported Digital Media.

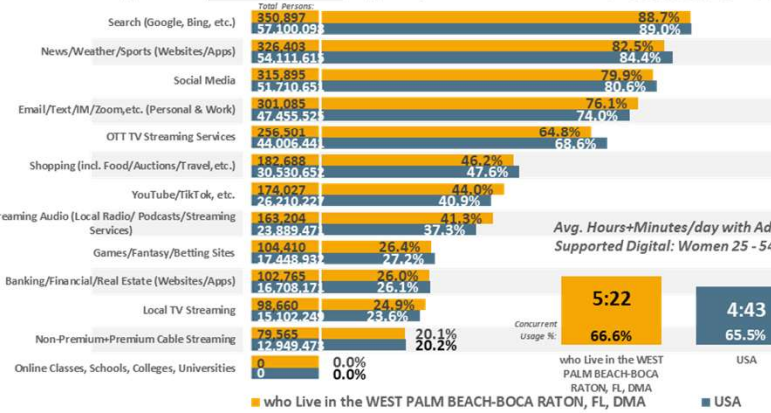
**Avg. Week All Digital (Persons & % Reach): Women 25 - 54**



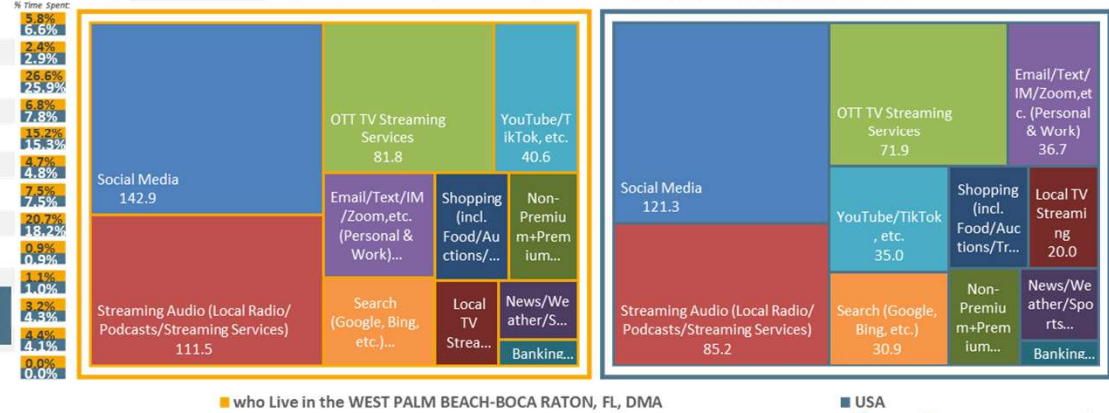
**Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54**



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



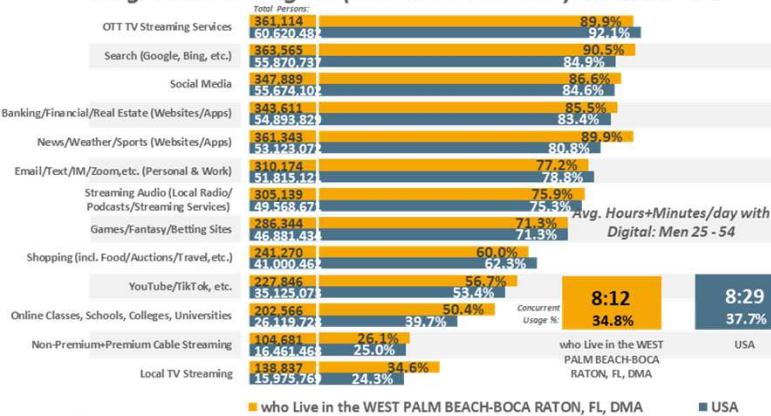
**Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54**



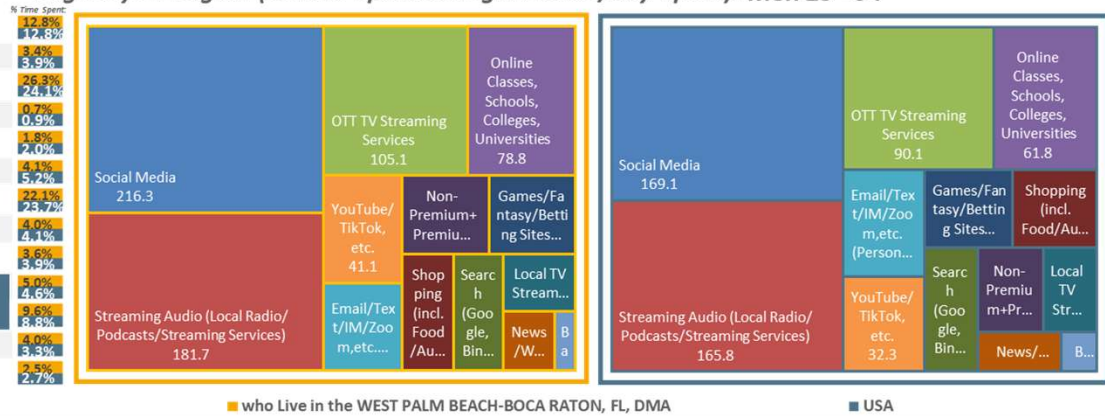


309,482 or 77.7% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 33.6% of all time spent daily with Ad-Supported Digital Media.

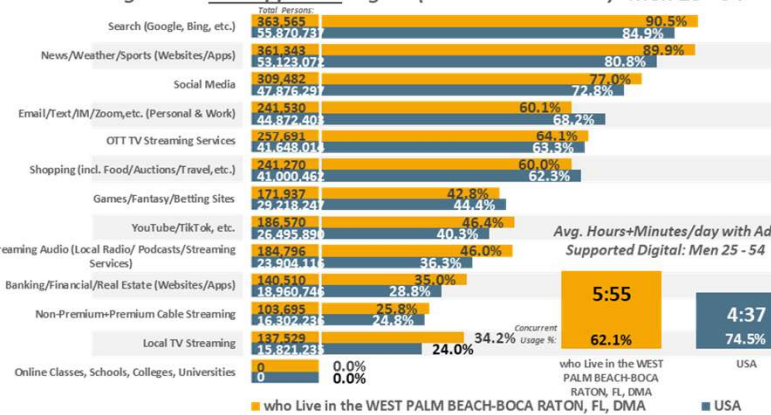
**Avg. Week All Digital (Persons & % Reach): Men 25 - 54**



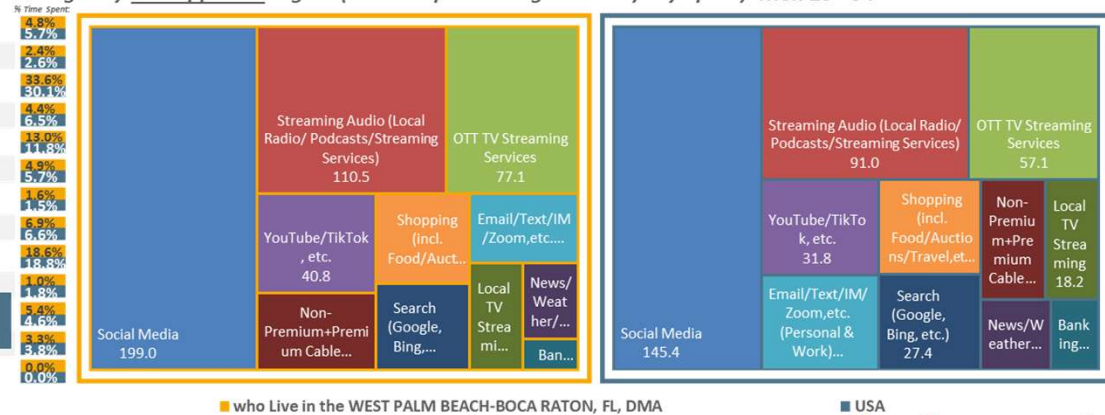
**Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54**



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



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

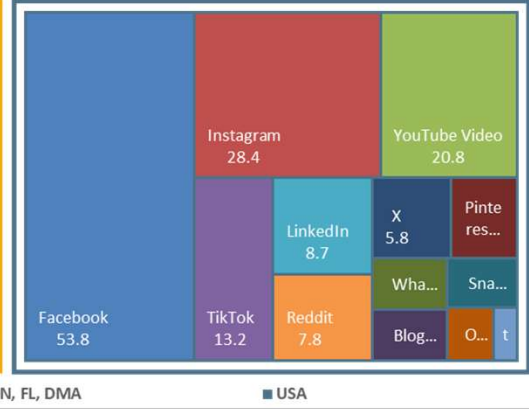
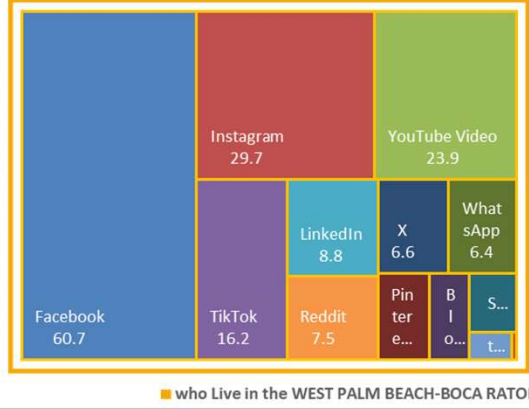
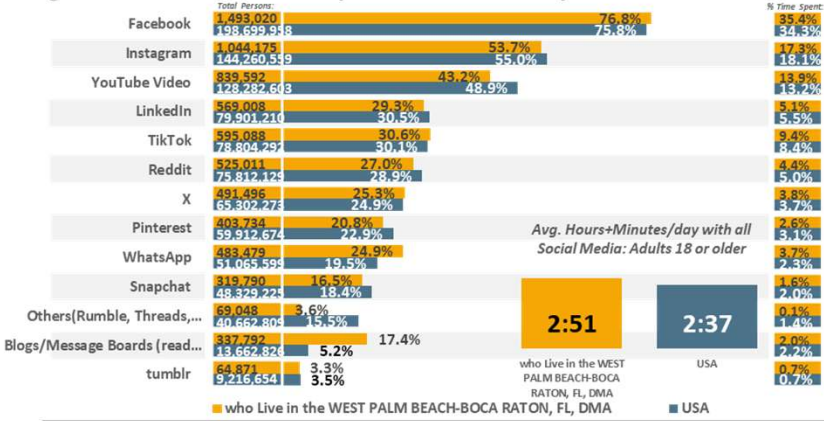




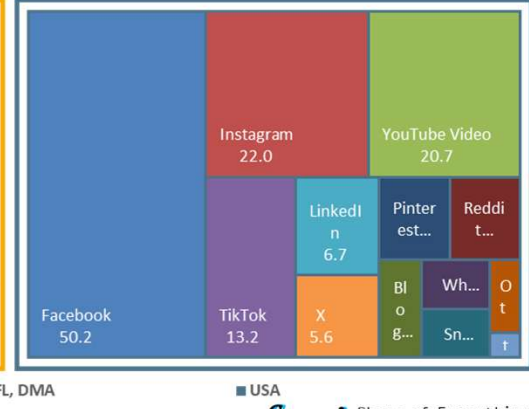
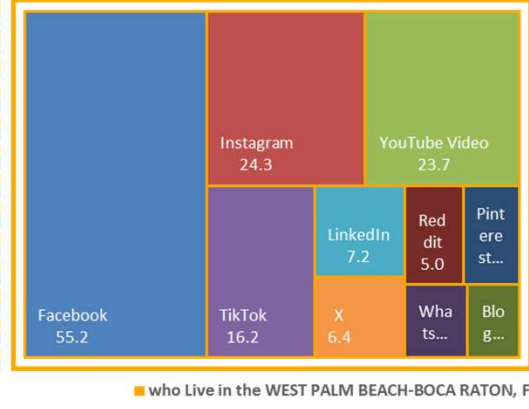
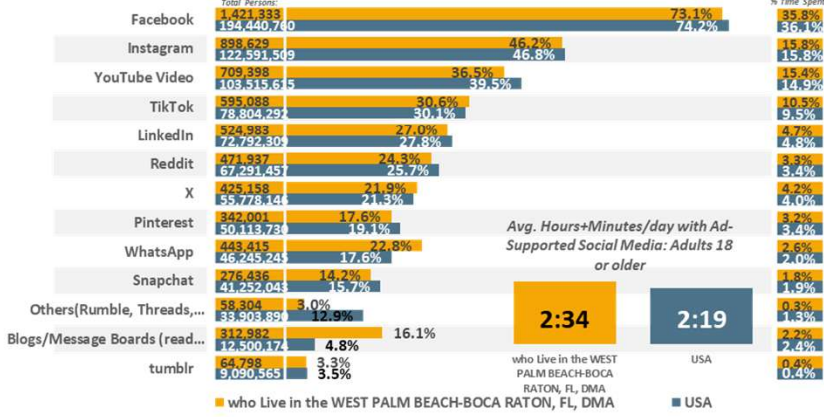


1,421,333 or 73.1% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 55.2 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

**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**



USA DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551  
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

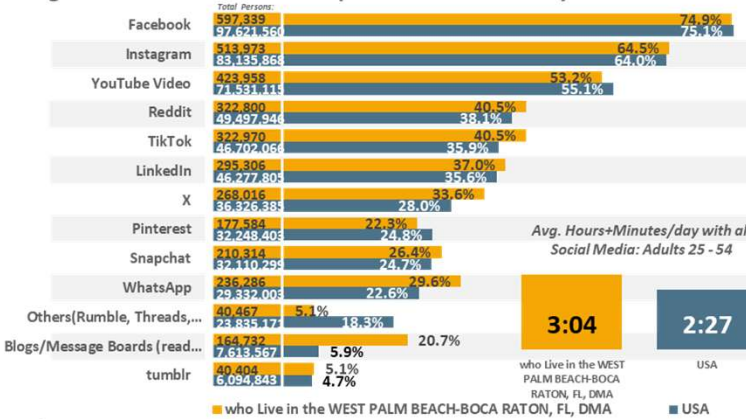
USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371



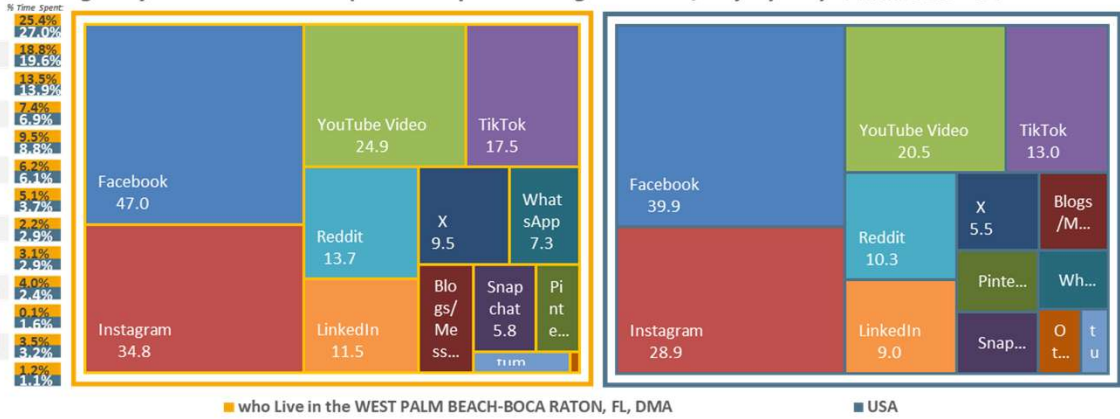


597,339 or 74.9% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 51.6 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.

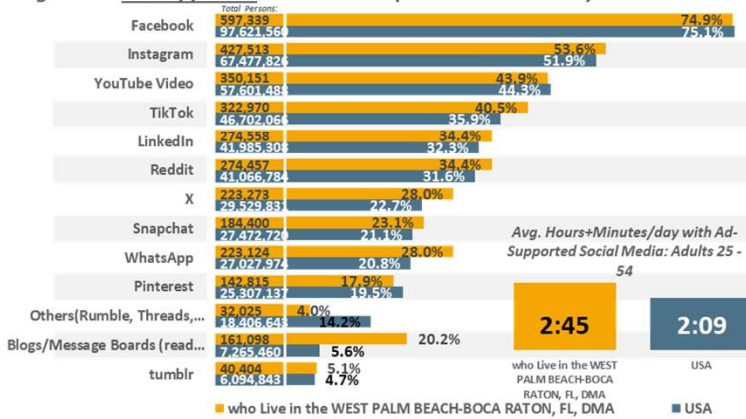
**Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54**



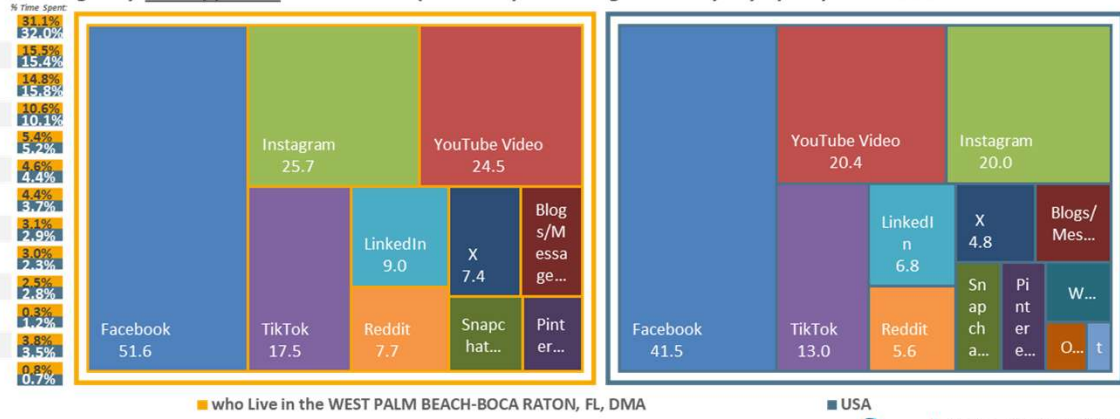
**Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54**



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



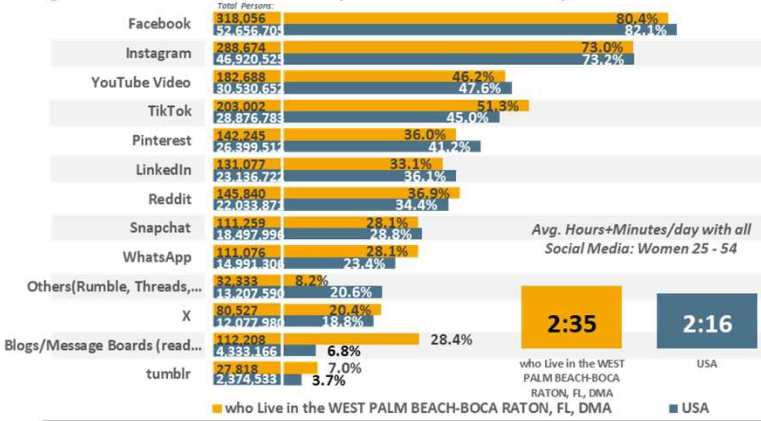
**Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54**



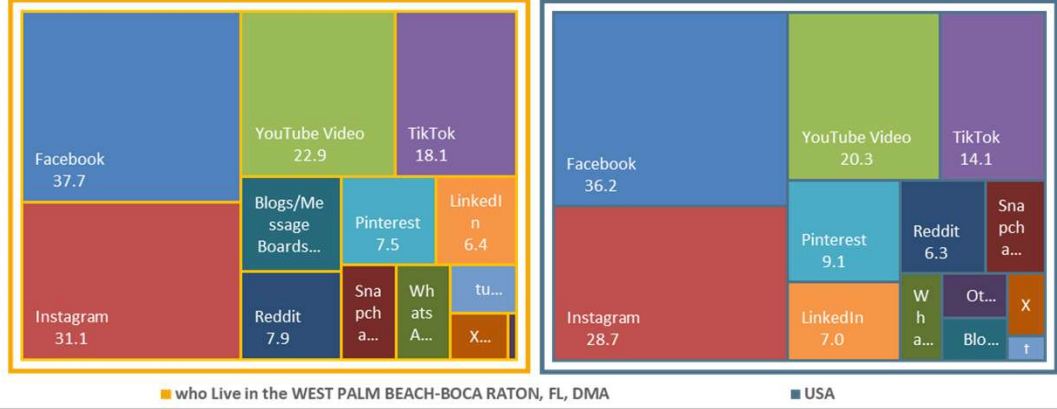


315,895 or 79.9% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 39.3 minutes every day representing 28.8% of all time spent daily with Ad-Supported Social Media.

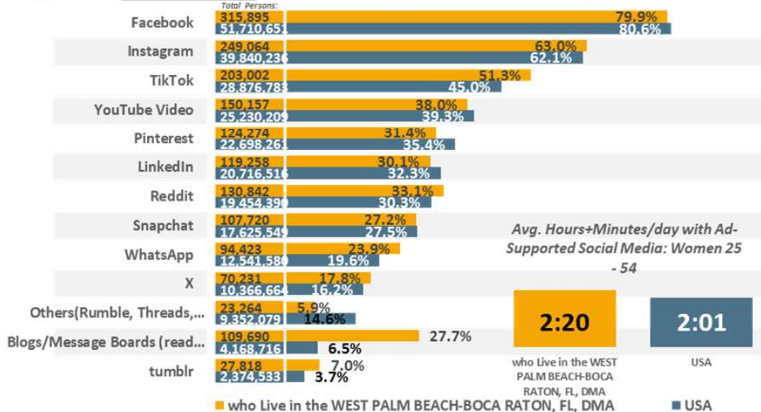
**Avg. Week All Social Media (Persons & % Reach): Women 25 - 54**



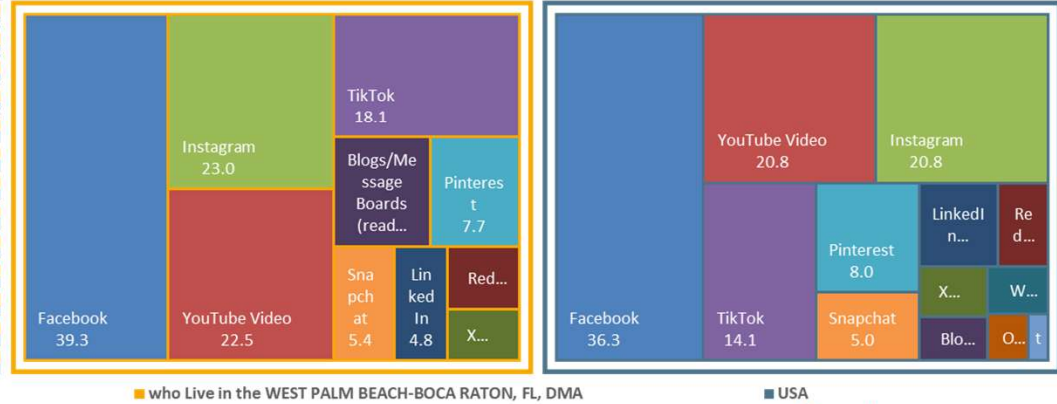
**Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54**



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



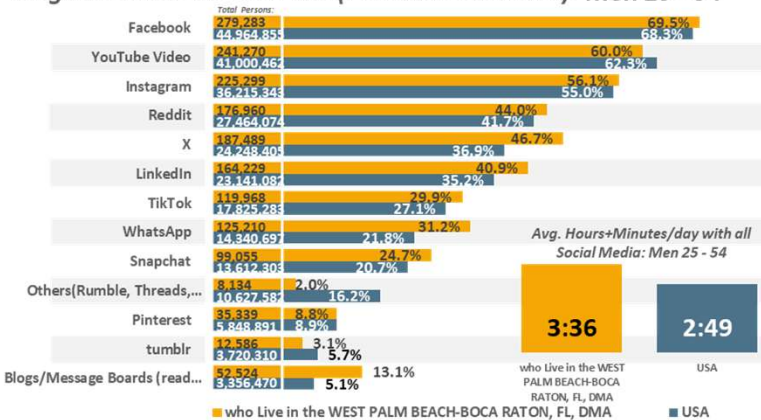
**Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54**



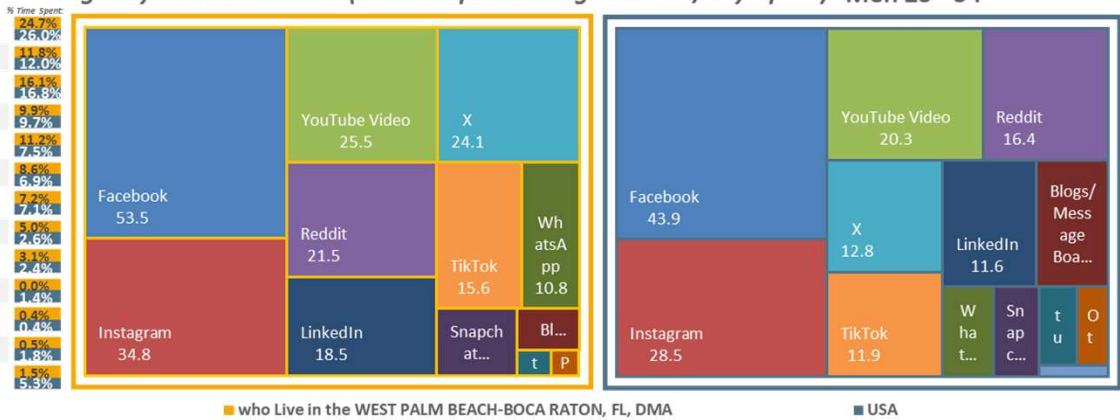


279,283 or 69.5% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 61.8 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.

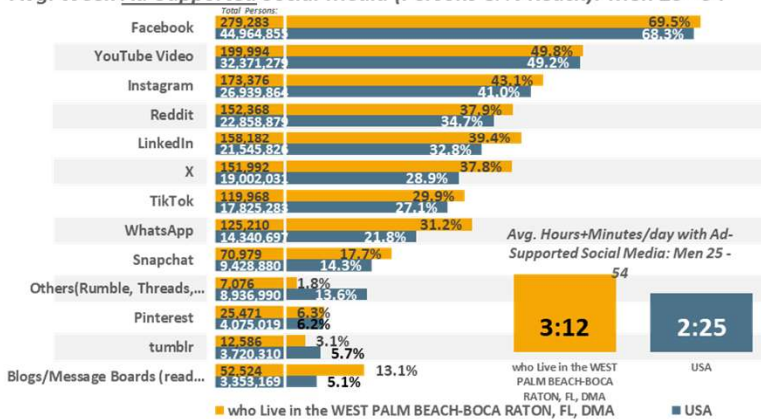
**Avg. Week All Social Media (Persons & % Reach): Men 25 - 54**



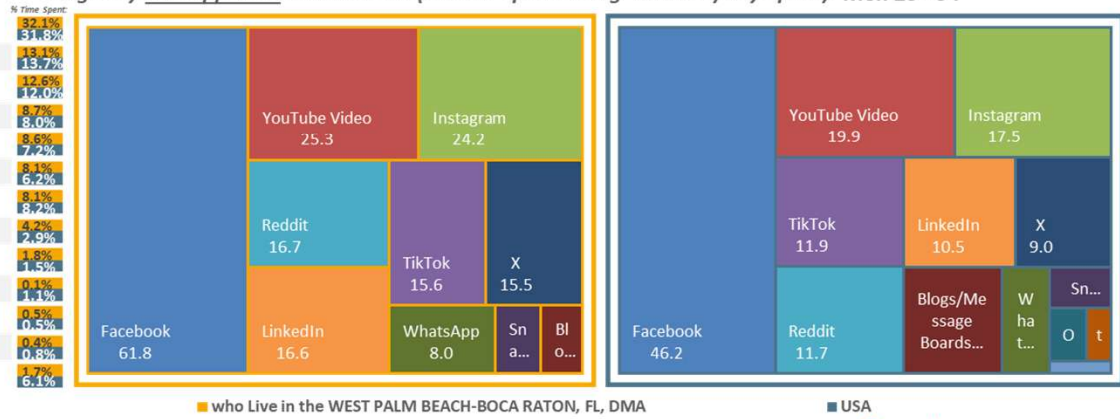
**Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54**



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



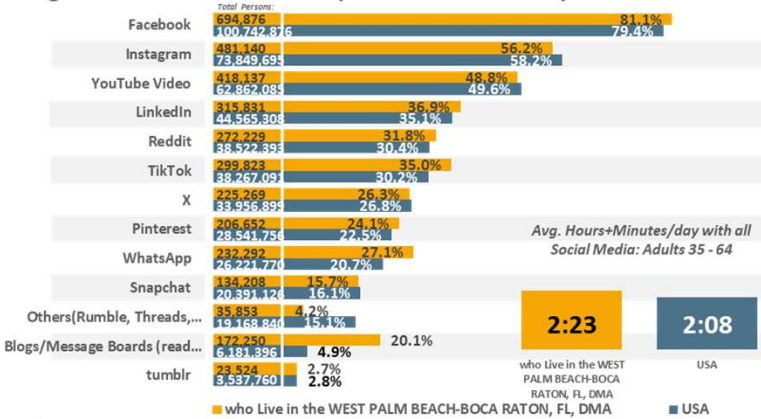
**Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54**



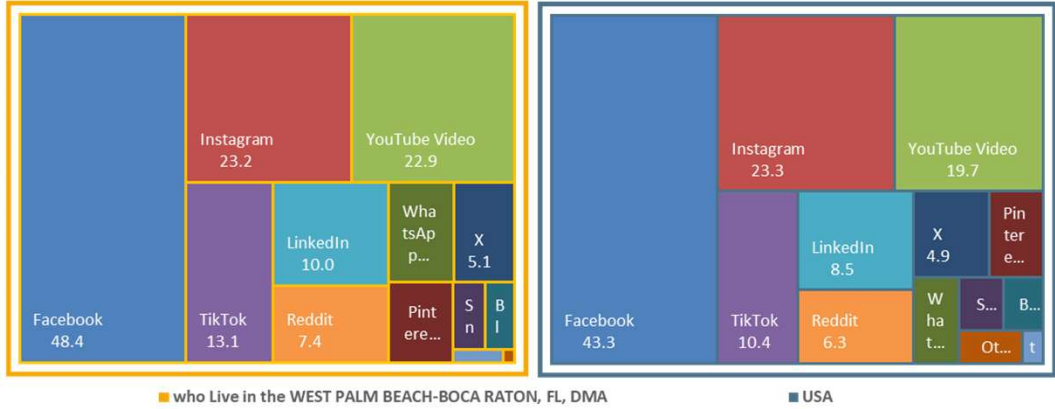


657,851 or 76.8% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 44.8 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

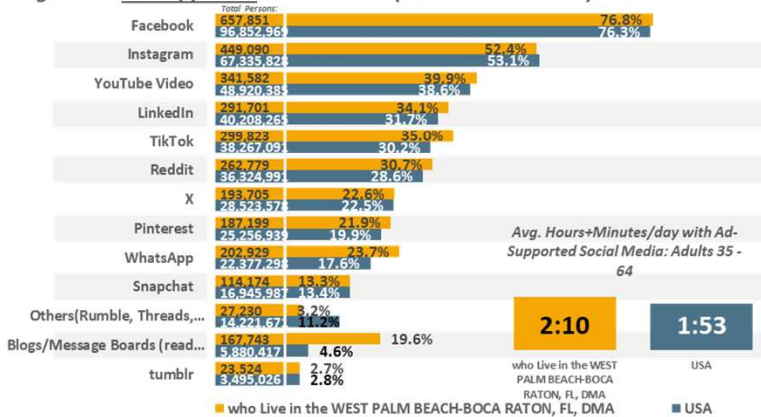
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



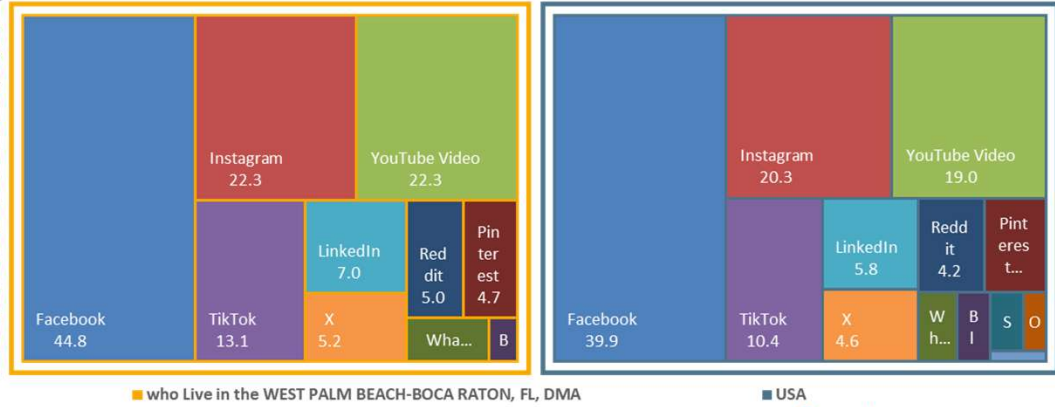
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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

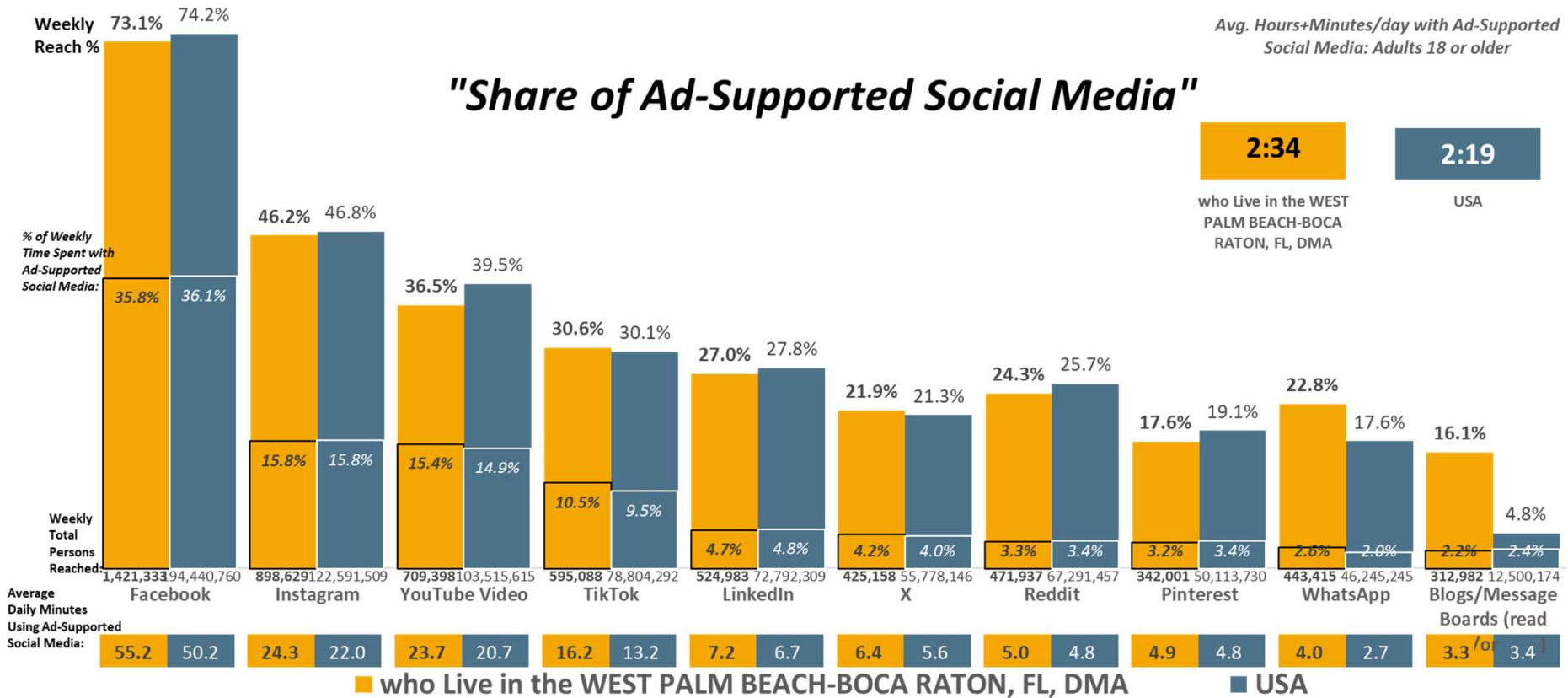


Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



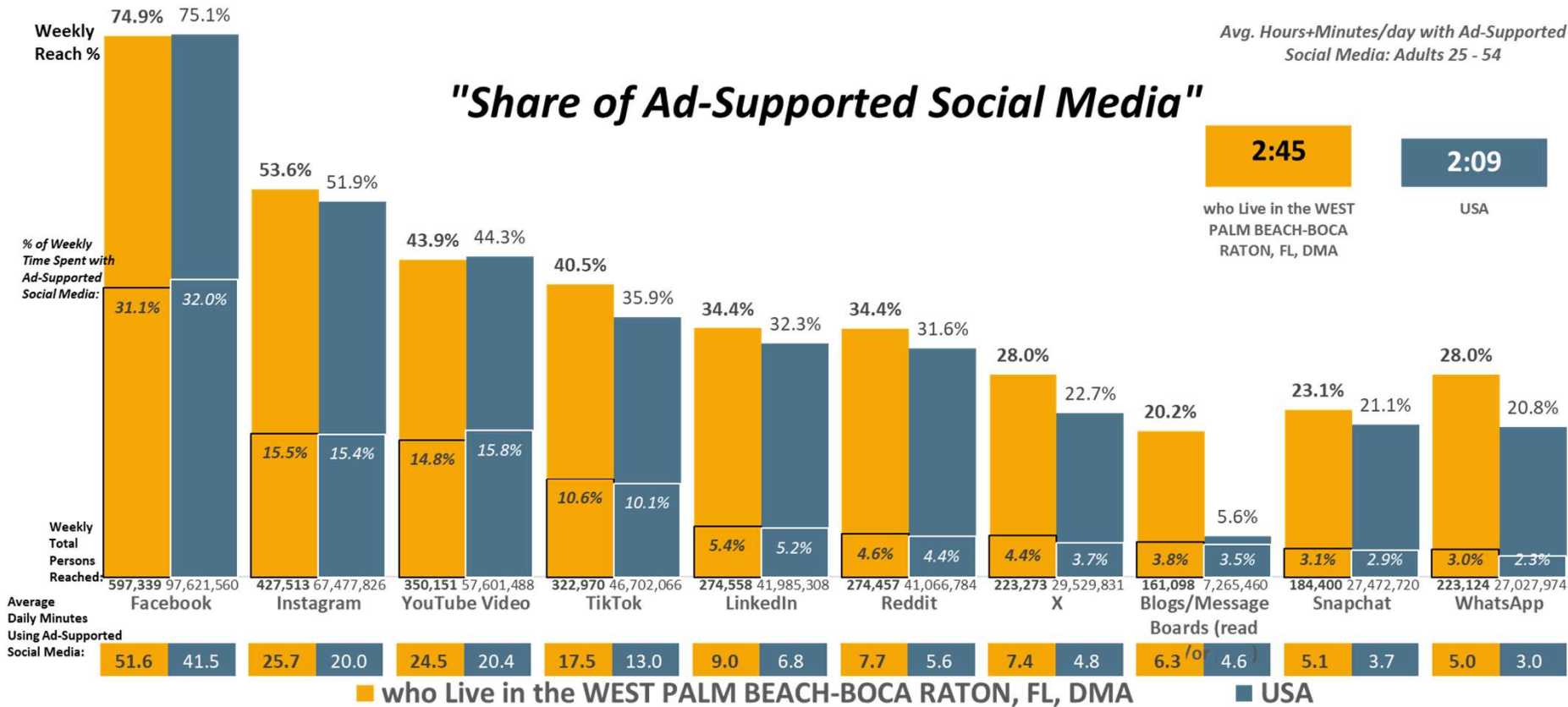


1,421,333 or 73.1% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 55.2 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.





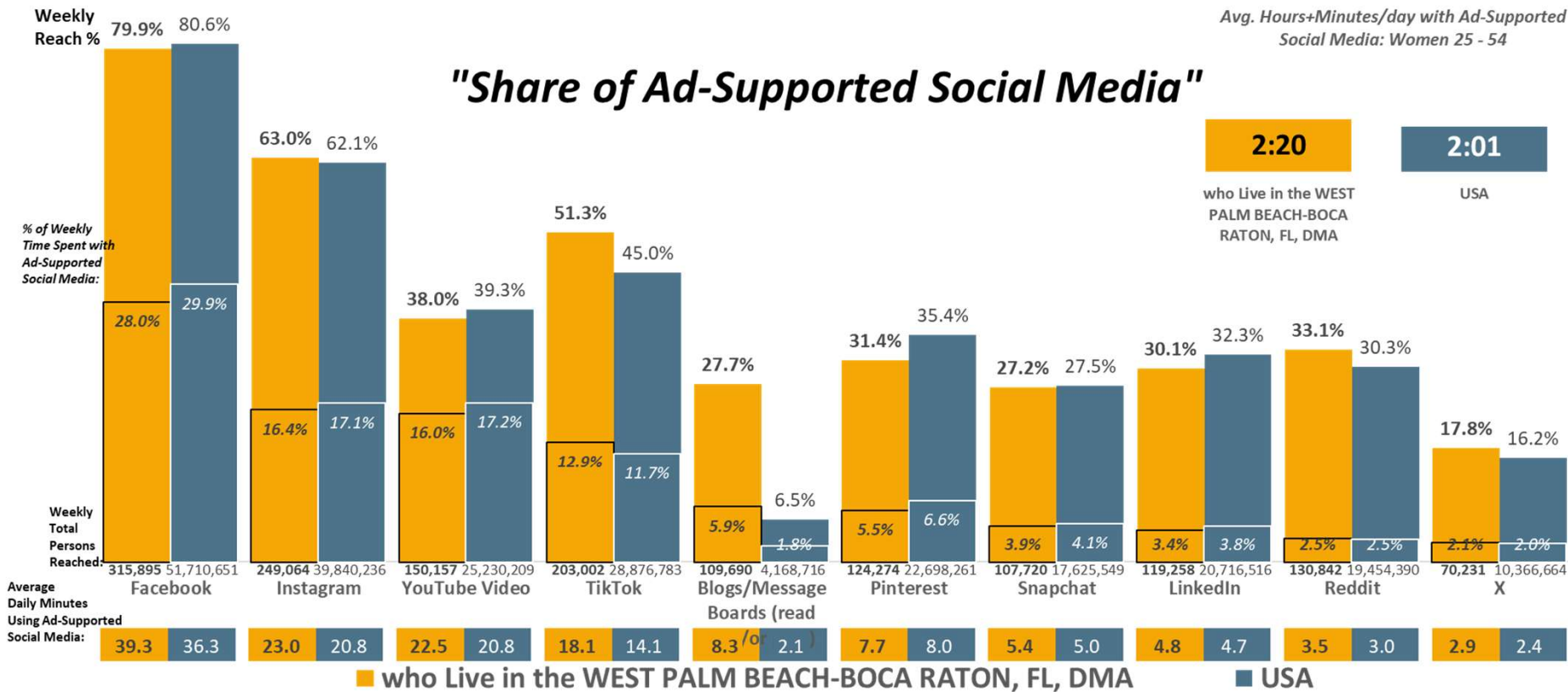
597,339 or 74.9% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 51.6 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.



USA DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551  
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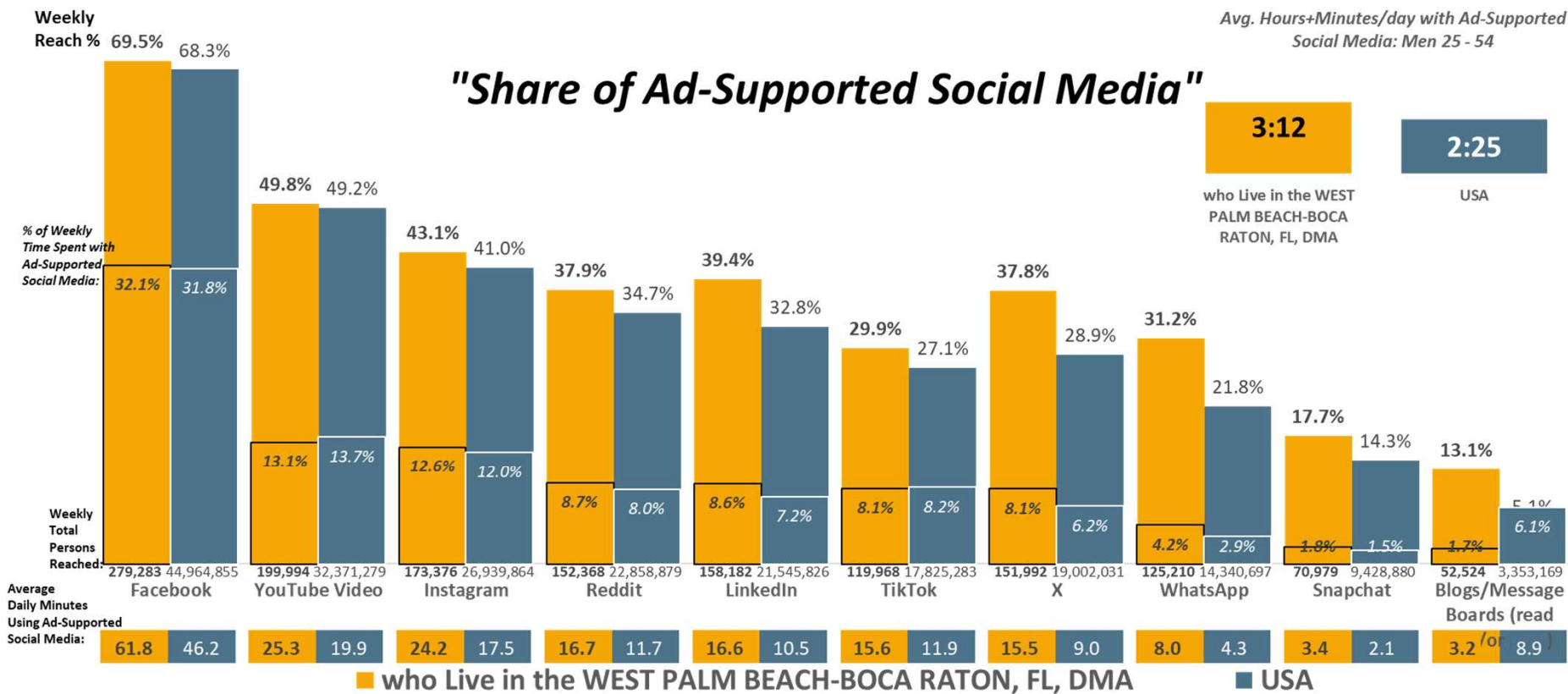


315,895 or 79.9% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 39.3 minutes every day representing 28.% of all time spent daily with Ad-Supported Social Media.



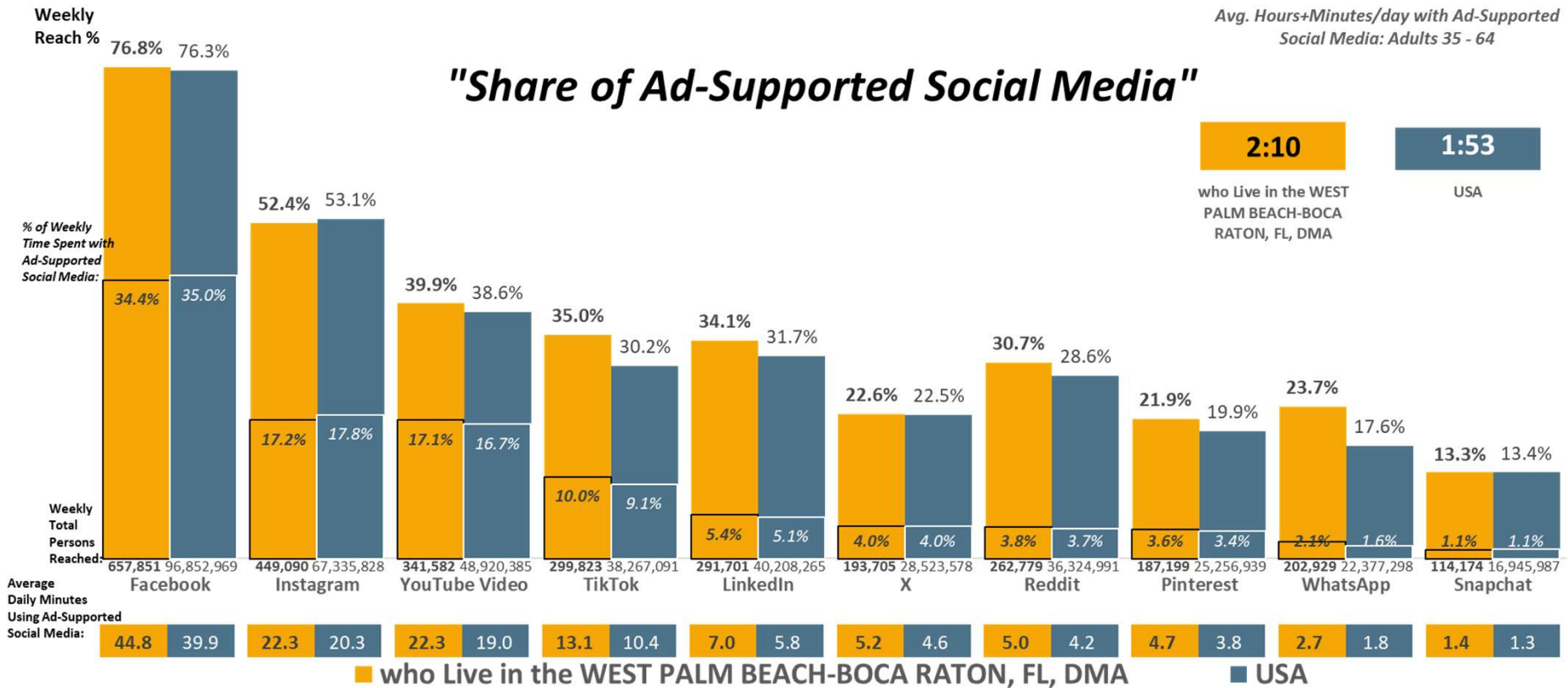


279,283 or 69.5% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 61.8 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.





657,851 or 76.8% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA use Ad-Supported Facebook for an average of 44.8 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

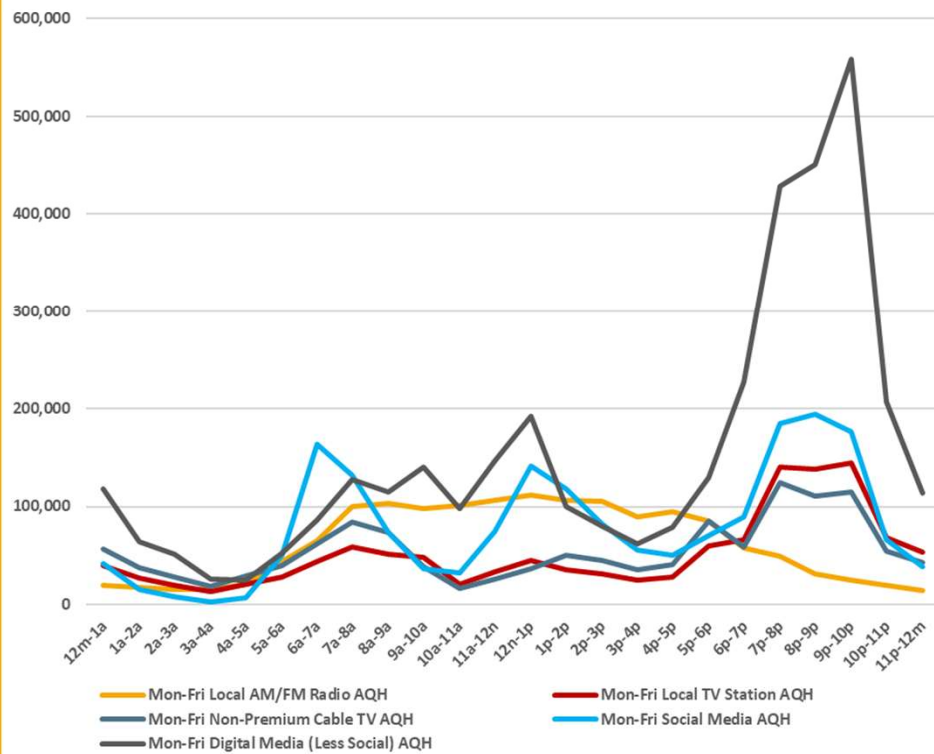




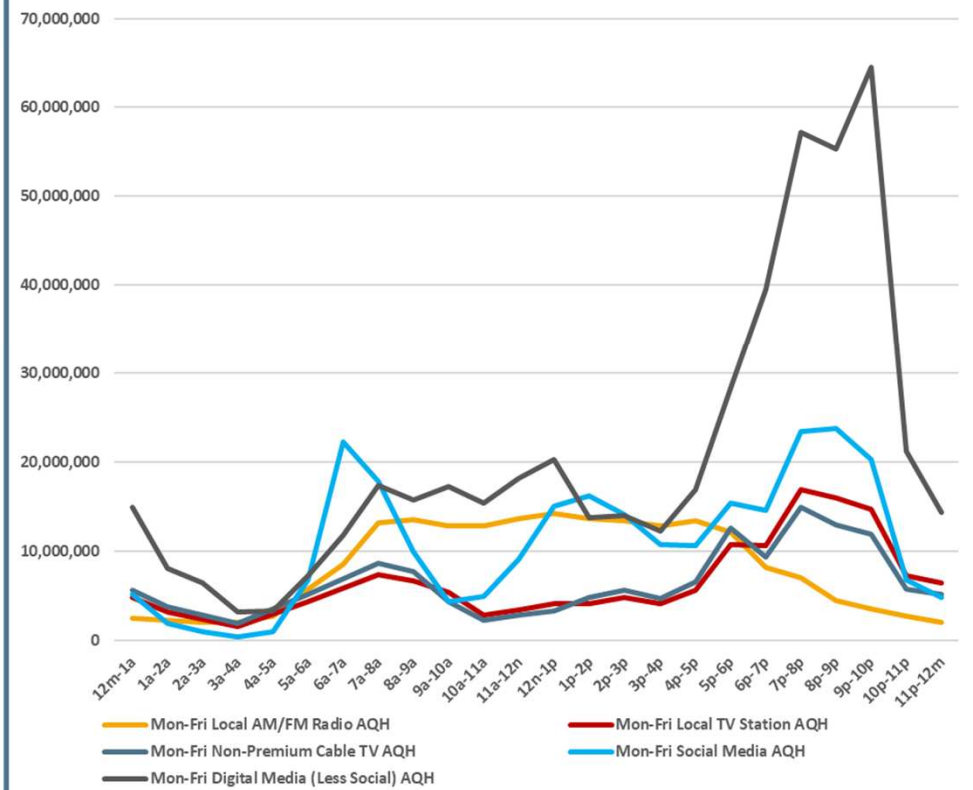
**P18+**

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 121,815; Local Radio: 94,066; Social Media: 86,017; Non-Prem. Cable: 50,275; Local TV: 42,105 reaching Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL,

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



*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
USA 210 DMA Area Adults 18 or older*

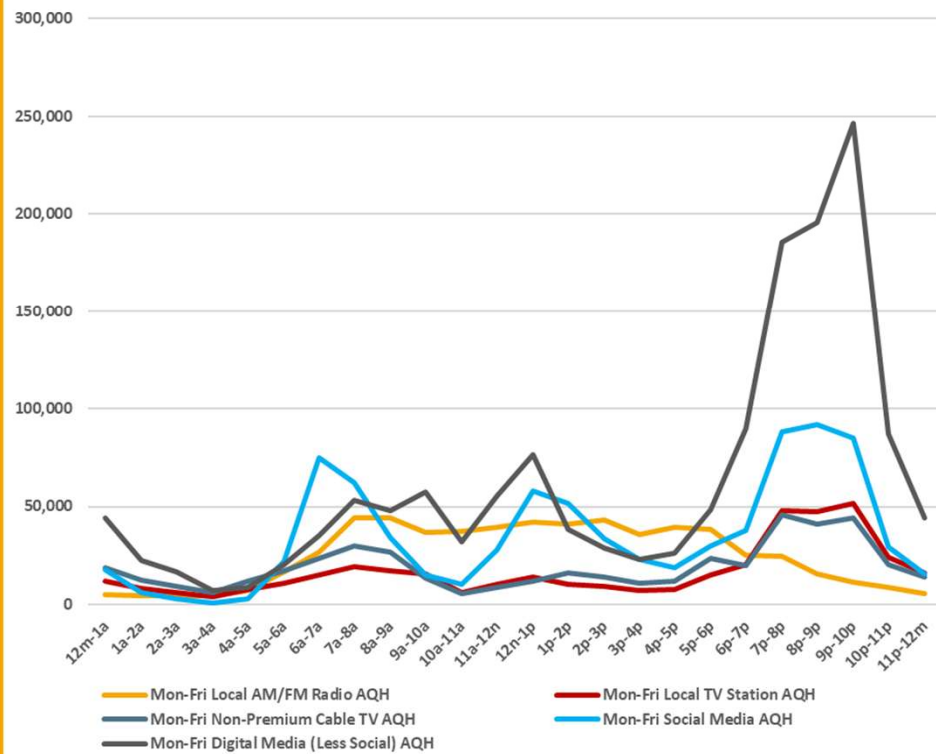




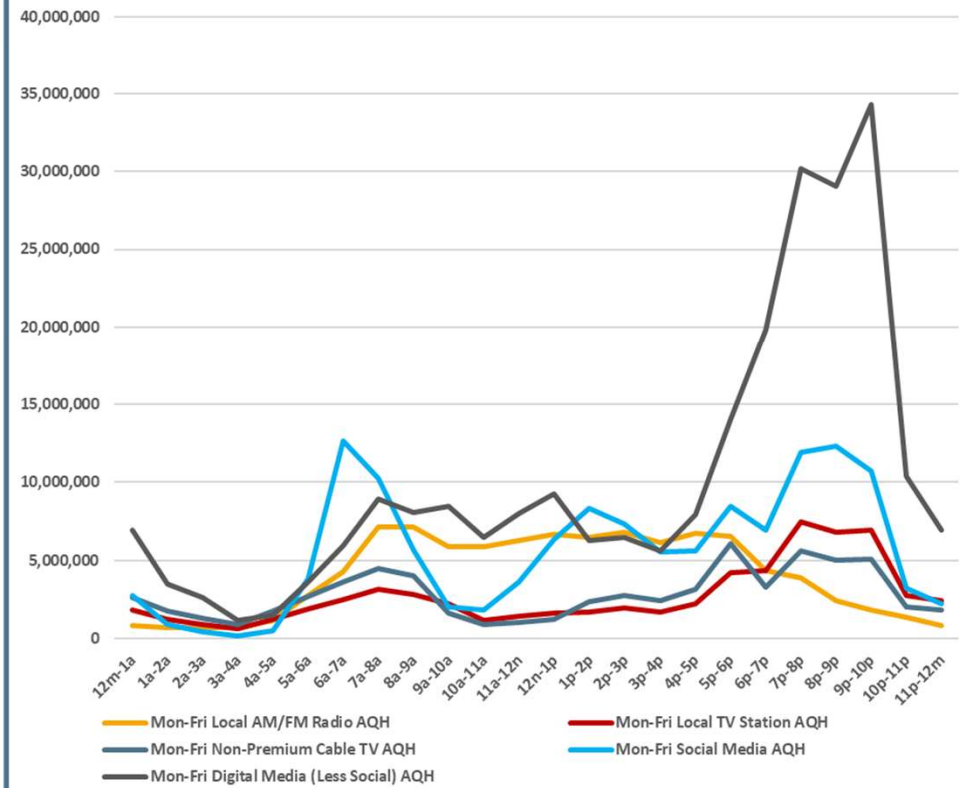
**P25-54**

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 47,100; Local Radio: 37,934; Social Media: 36,612; Non-Prem. Cable: 16,603; Local TV: 12,926 reaching Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA  
RATON, FL, DMA*



*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
USA 210 DMA Area Adults 25 - 54*

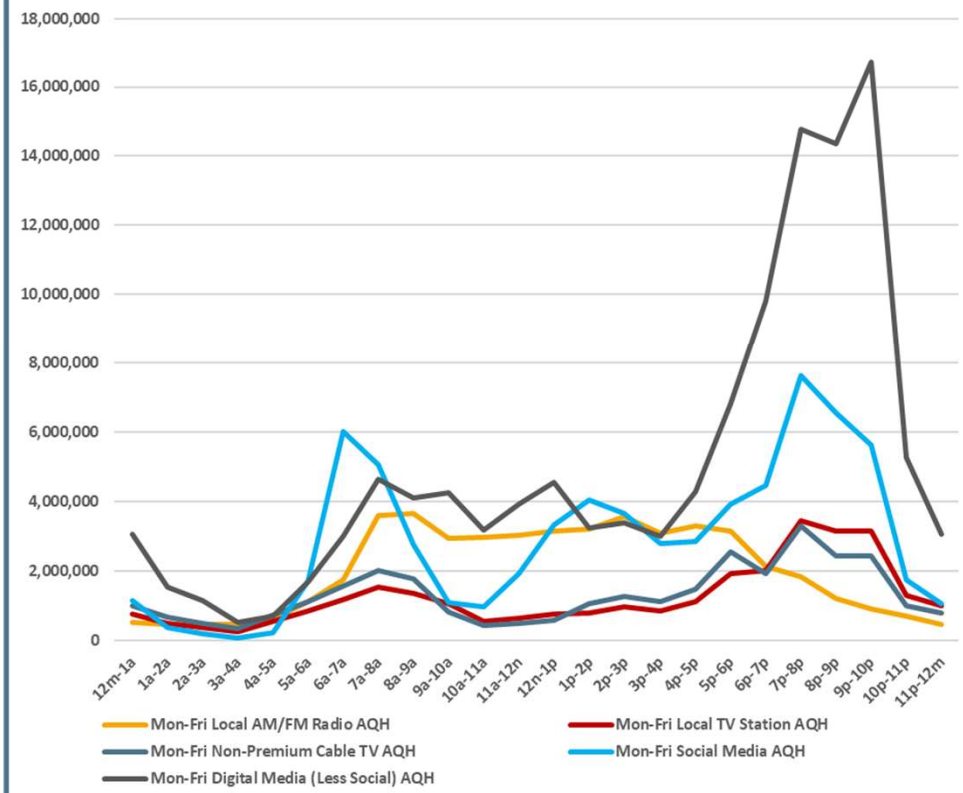
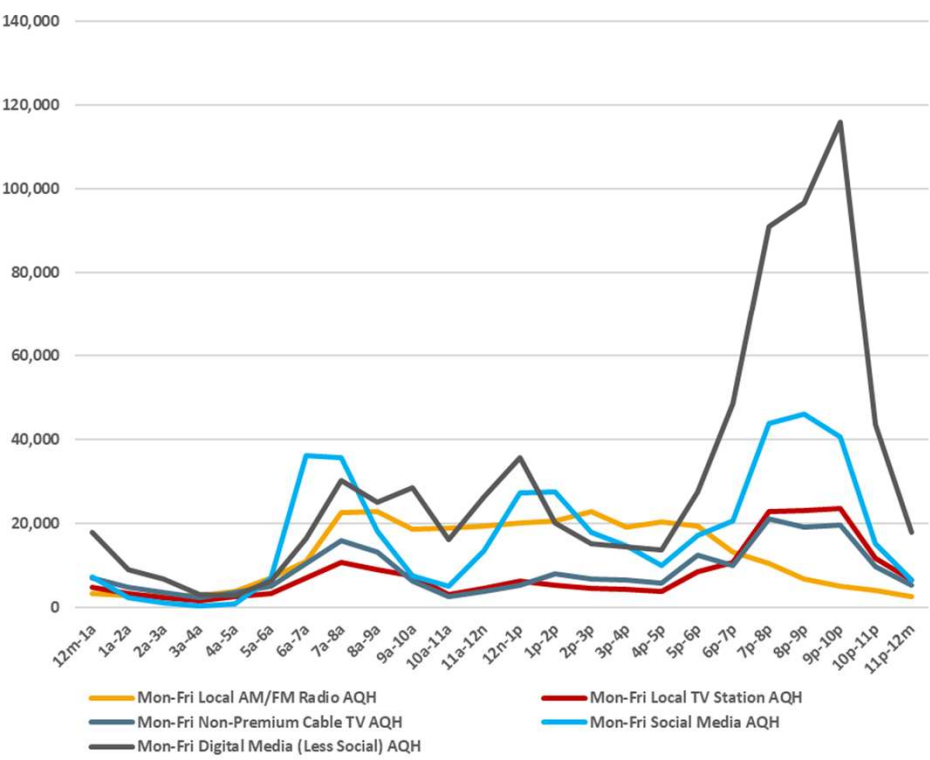




M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 24,452; Social Media: 19,358; Local Radio: 19,155; Non-Prem. Cable: 8,261; Local TV: 6,631 reaching Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
USA 210 DMA Area Women 25 - 54

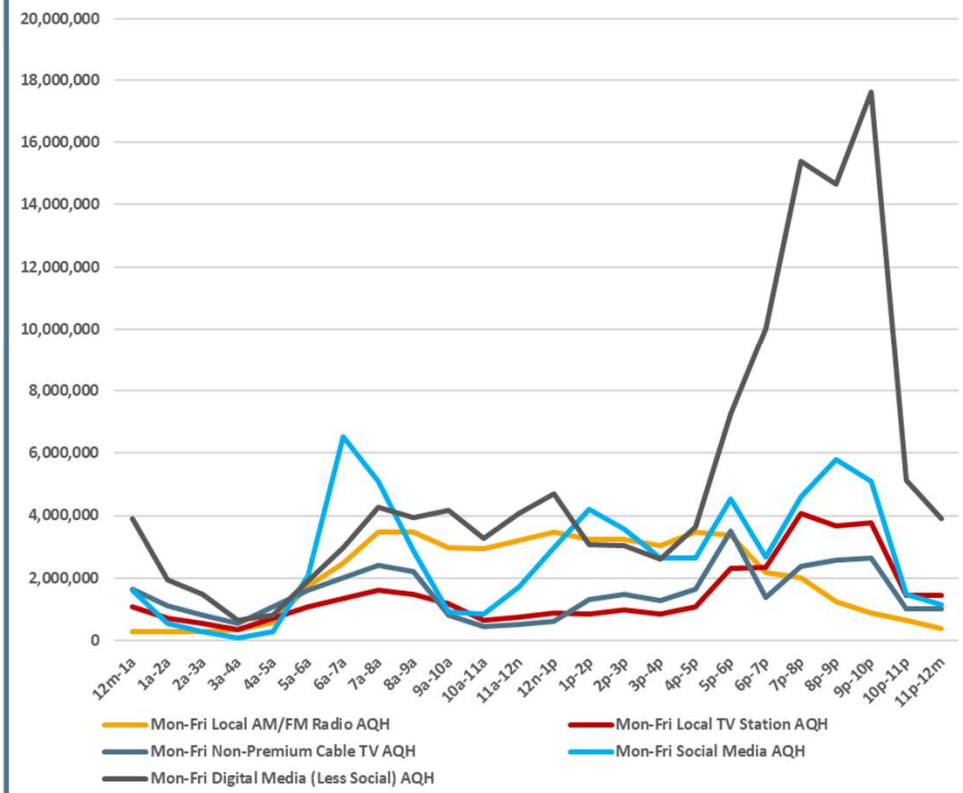
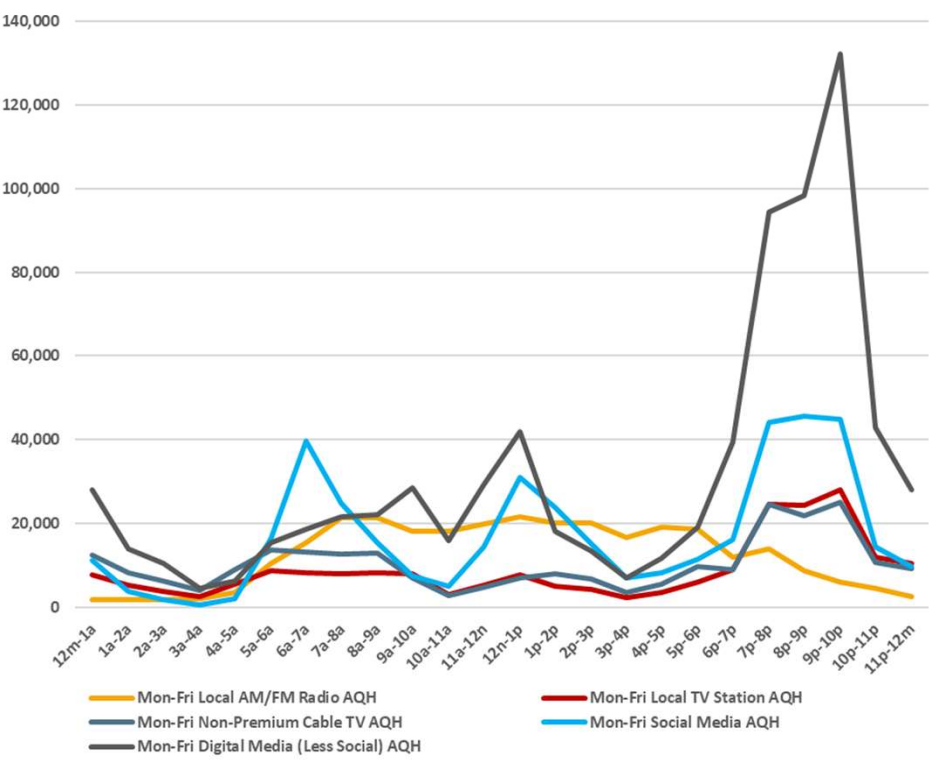




M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 22,065;  
 Local Radio: 18,653; Social Media: 16,940; Non-Prem. Cable: 7,954; Local TV: 6,070  
 reaching Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
 Men 25 - 54 who Live in the WEST PALM BEACH-BOCA  
 RATON, FL, DMA

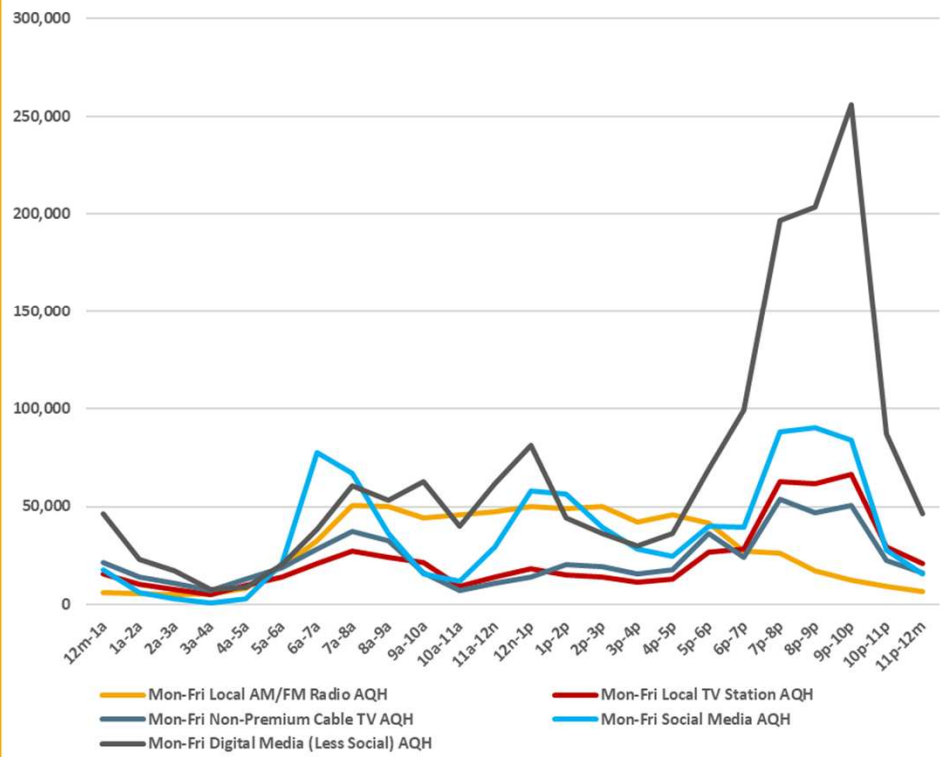
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
 USA 210 DMA Area Men 25 - 54



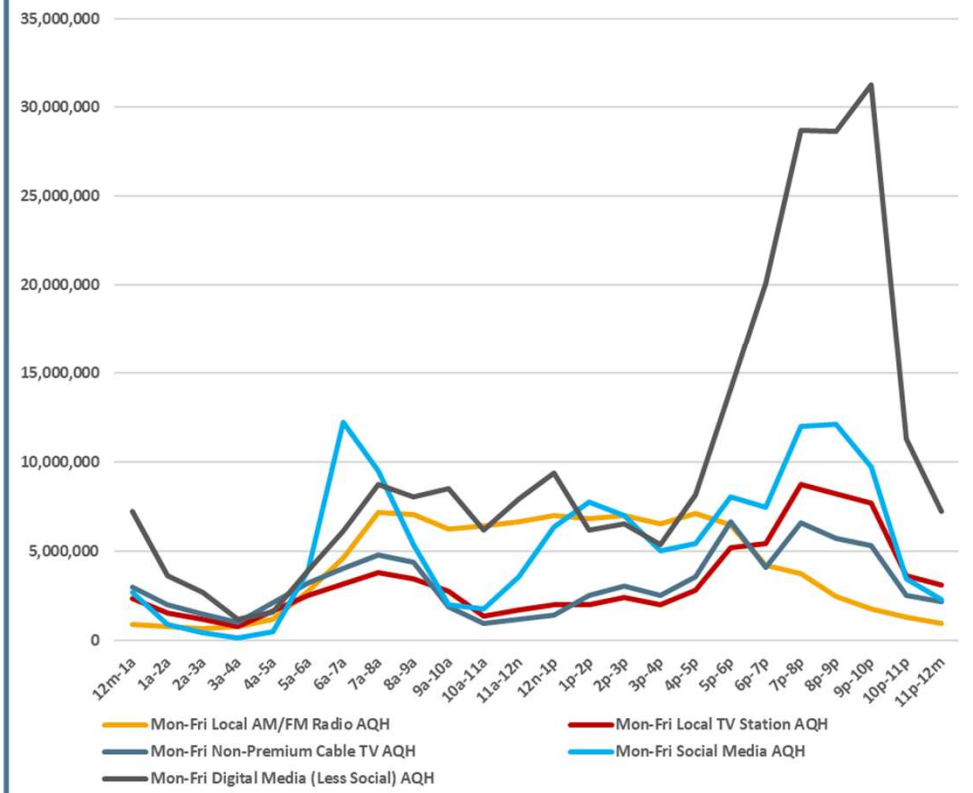


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 54,808; Local Radio: 44,350; Social Media: 40,331; Non-Prem. Cable: 21,563; Local TV: 18,778 reaching Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA



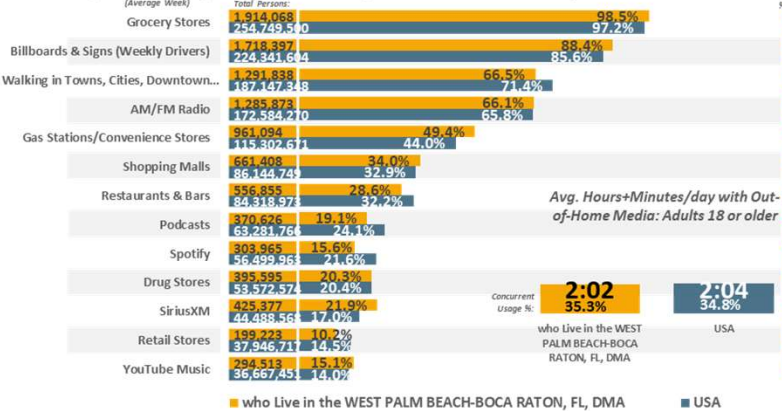
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
USA 210 DMA Area Adults 35 - 64



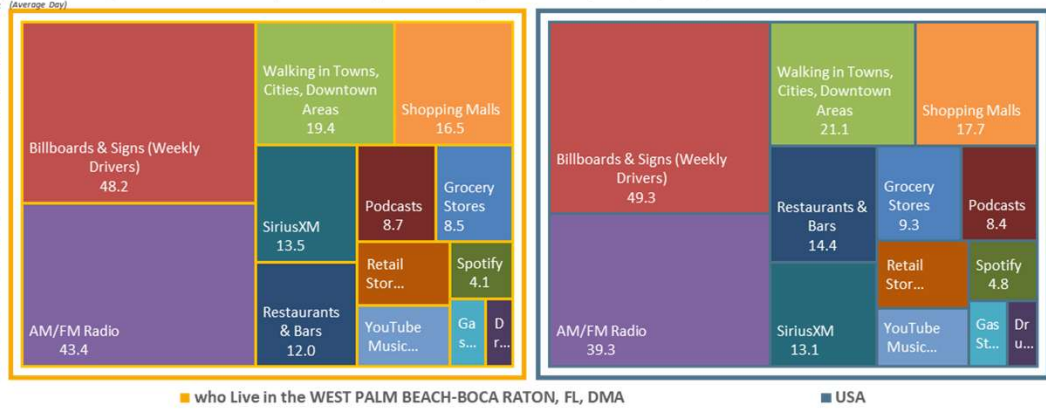


1,718,397 or 88.4% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 48.2 minutes per day driving, seeing Billboards and Signs. 64.3% Listen to Local Radio Stations Out-of-Home for an average of 41.2 minutes/day

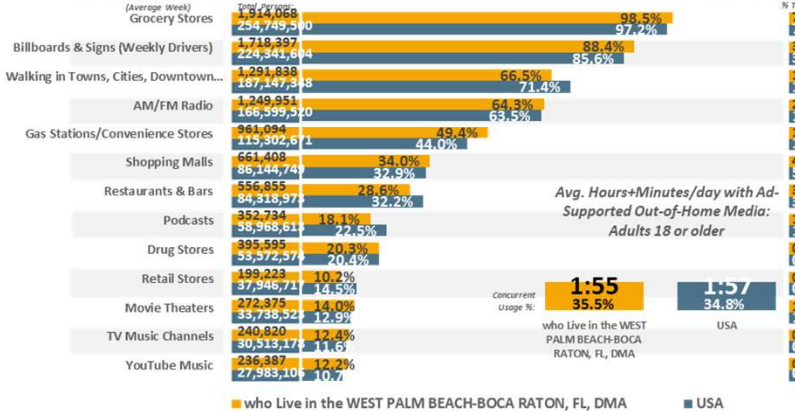
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



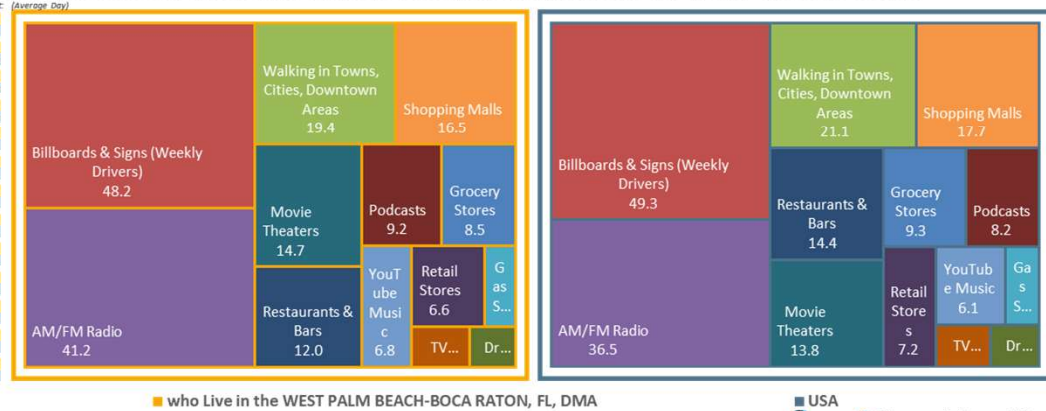
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



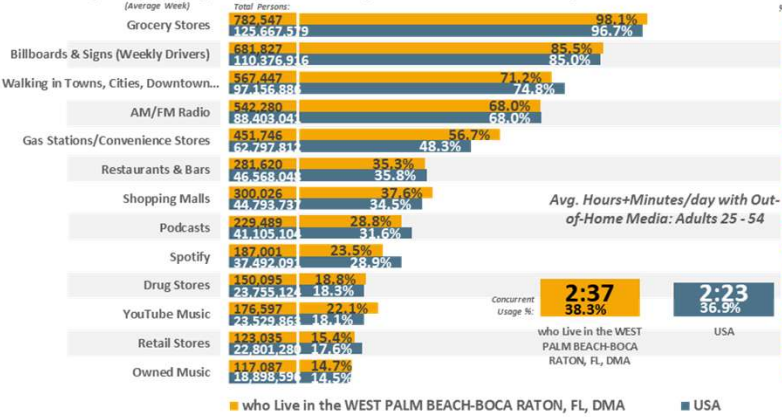
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



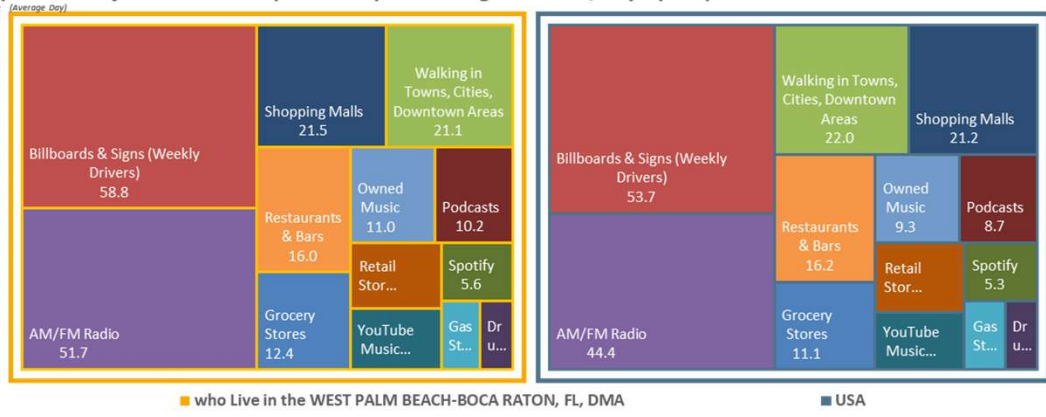


681,827 or 85.5% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 58.8 minutes per day driving, seeing Billboards and Signs. 66.4% Listen to Local Radio Stations Out-of-Home for an average of 48.2 minutes/day.

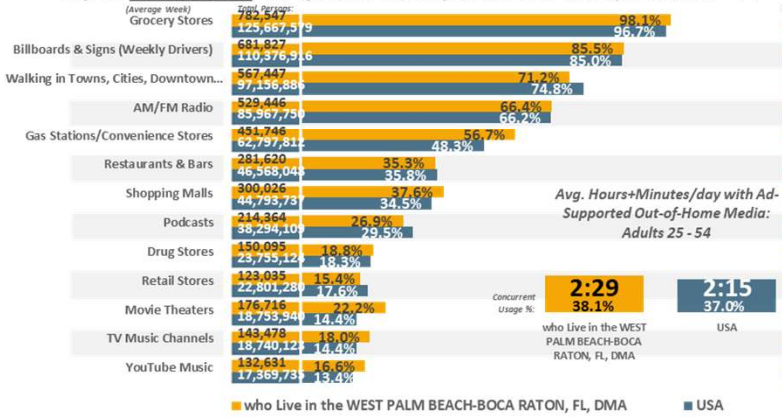
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



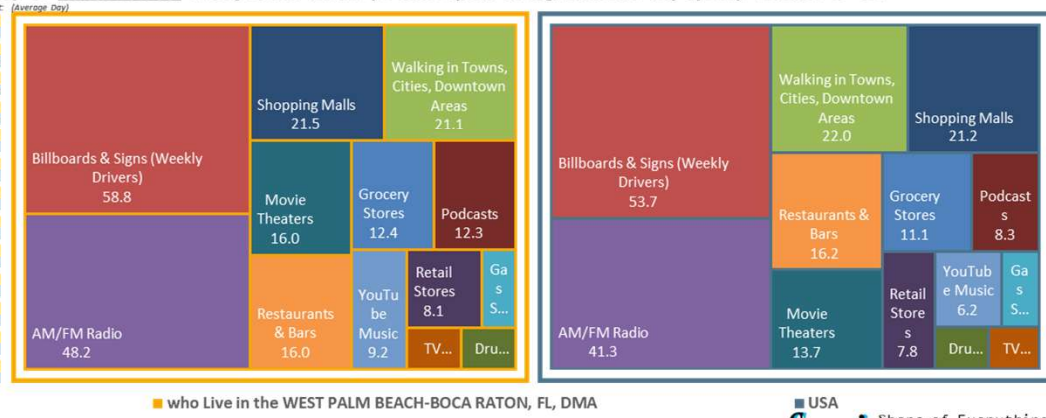
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



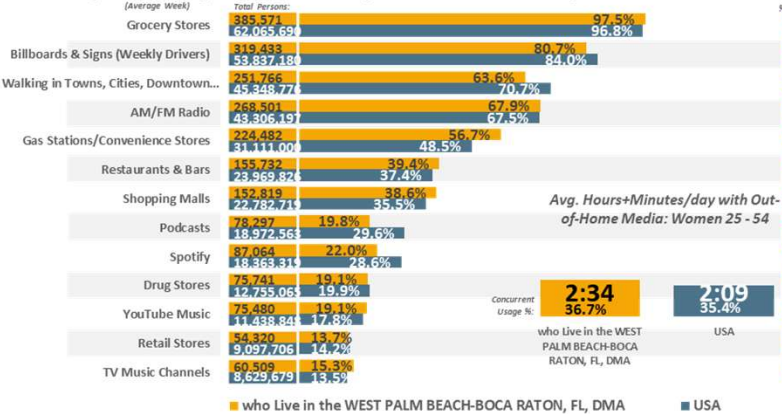
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



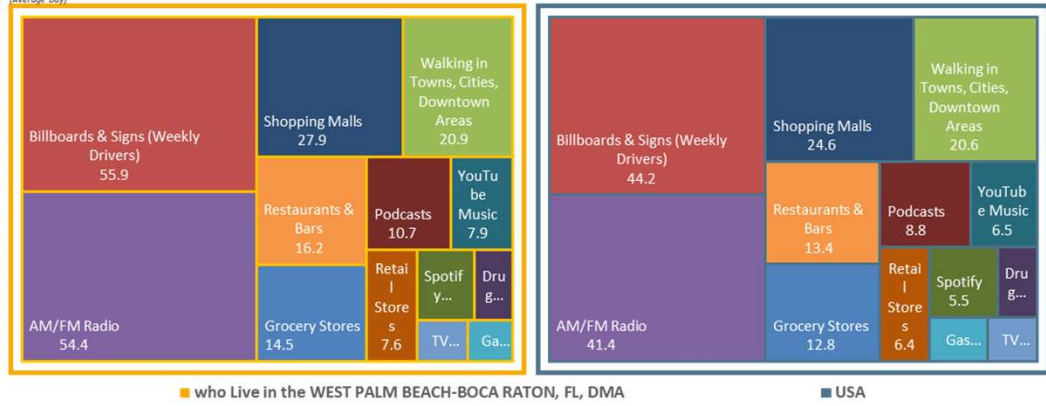


319,433 or 80.7% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 55.9 minutes per day driving, seeing Billboards and Signs. 66.5% Listen to Local Radio Stations Out-of-Home for an average of 51.4 minutes/day.

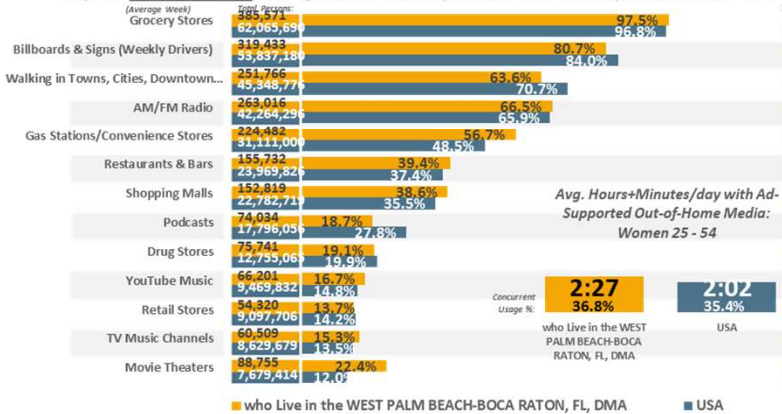
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



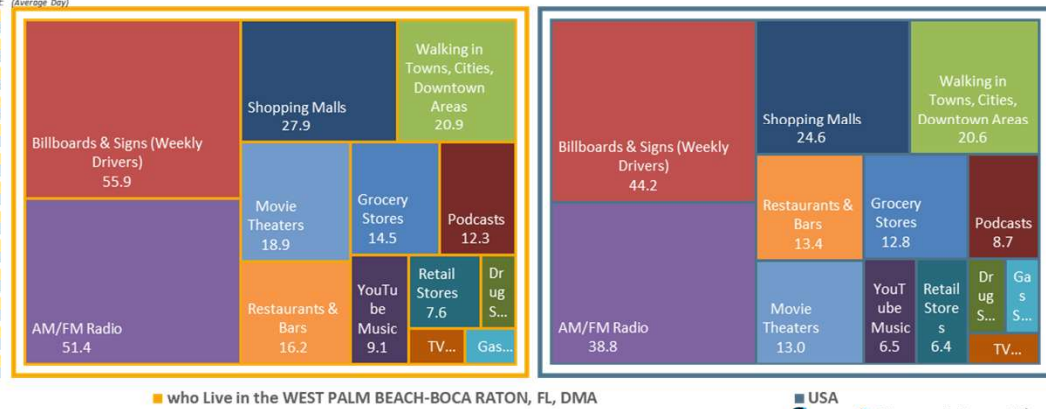
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



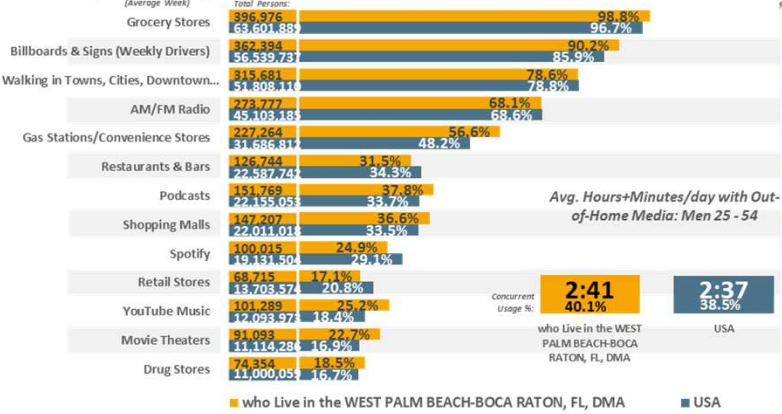
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



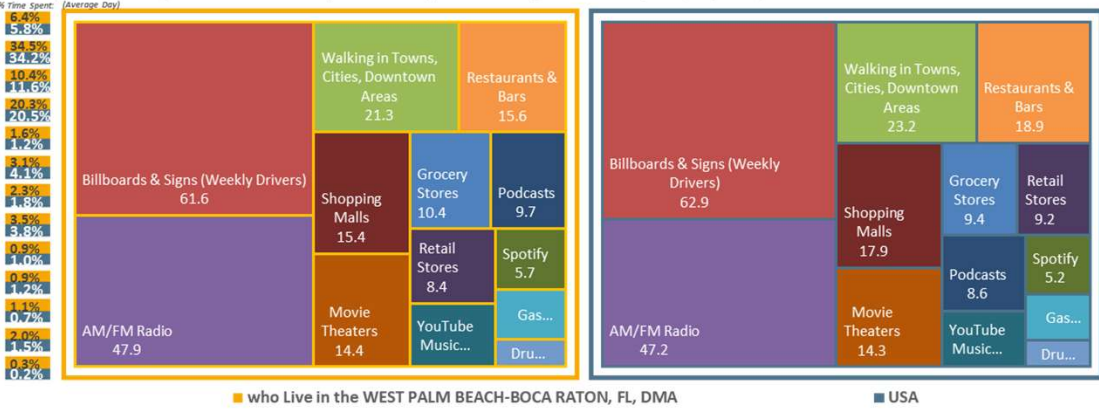


362,394 or 90.2% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 61.6 minutes per day driving, seeing Billboards and Signs. 66.3% Listen to Local Radio Stations Out-of-Home for an average of 44.1 minutes/day.

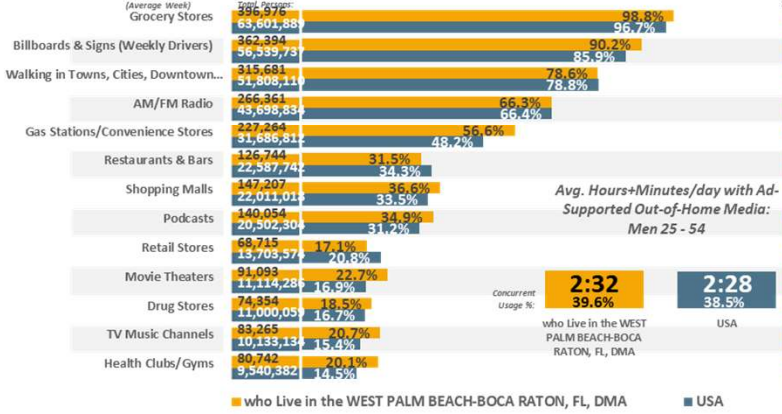
**Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54**



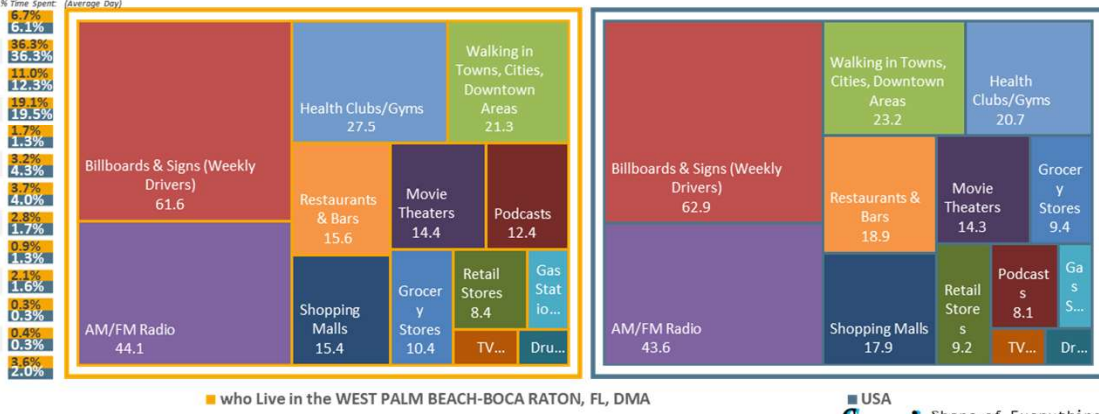
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54**



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



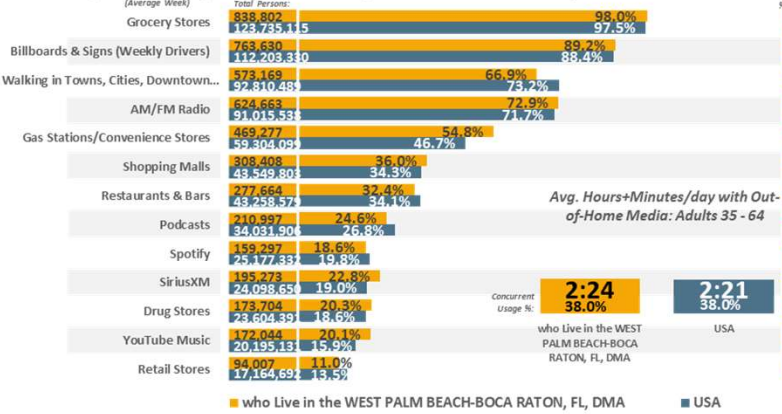
**Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54**



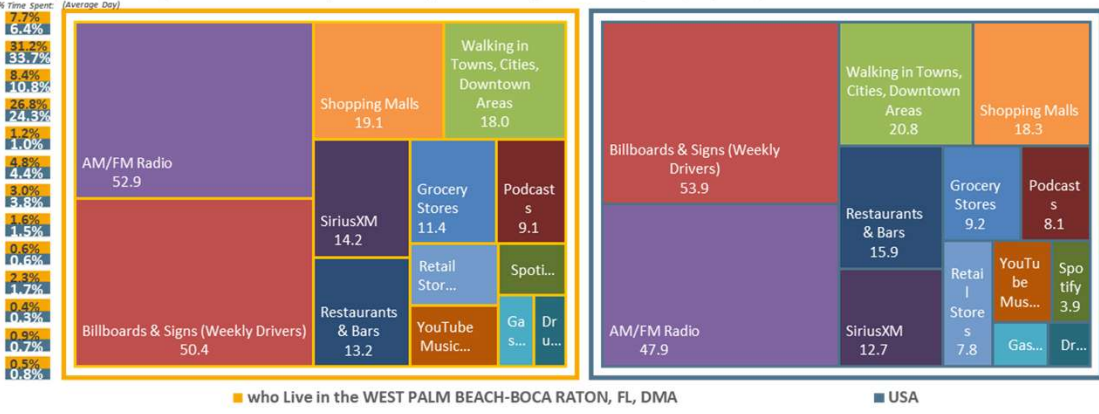


763,630 or 89.2% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 50.4 minutes per day driving, seeing Billboards and Signs. 71.2% Listen to Local Radio Stations Out-of-Home for an average of 49.9 minutes/day.

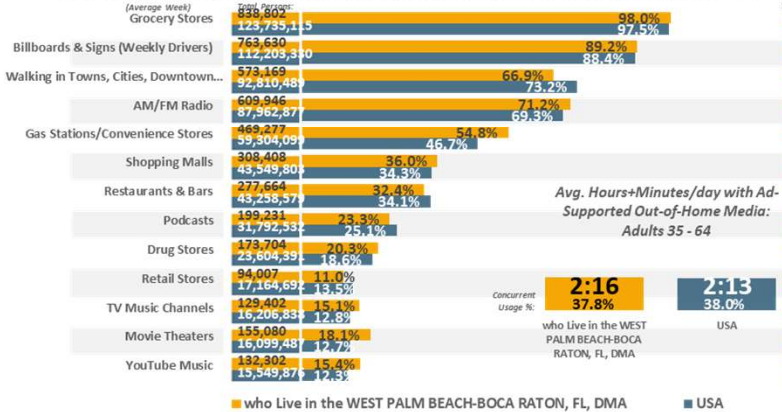
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64**



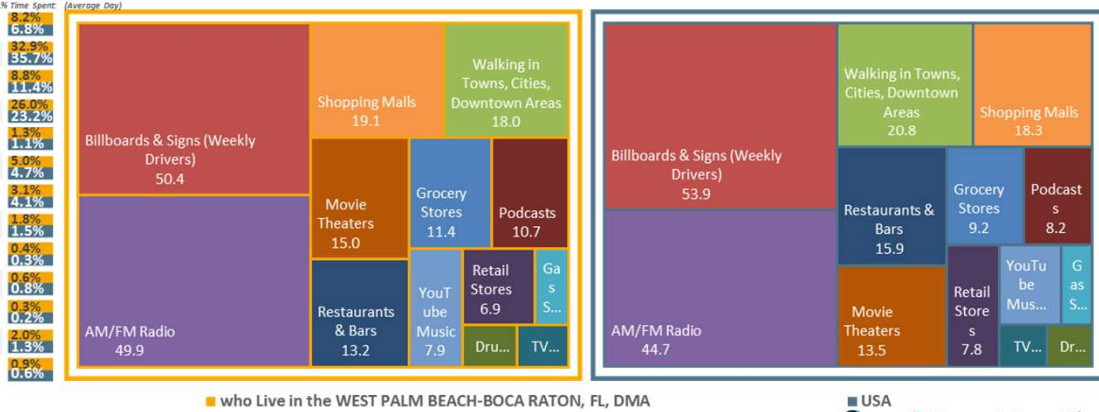
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64**



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



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



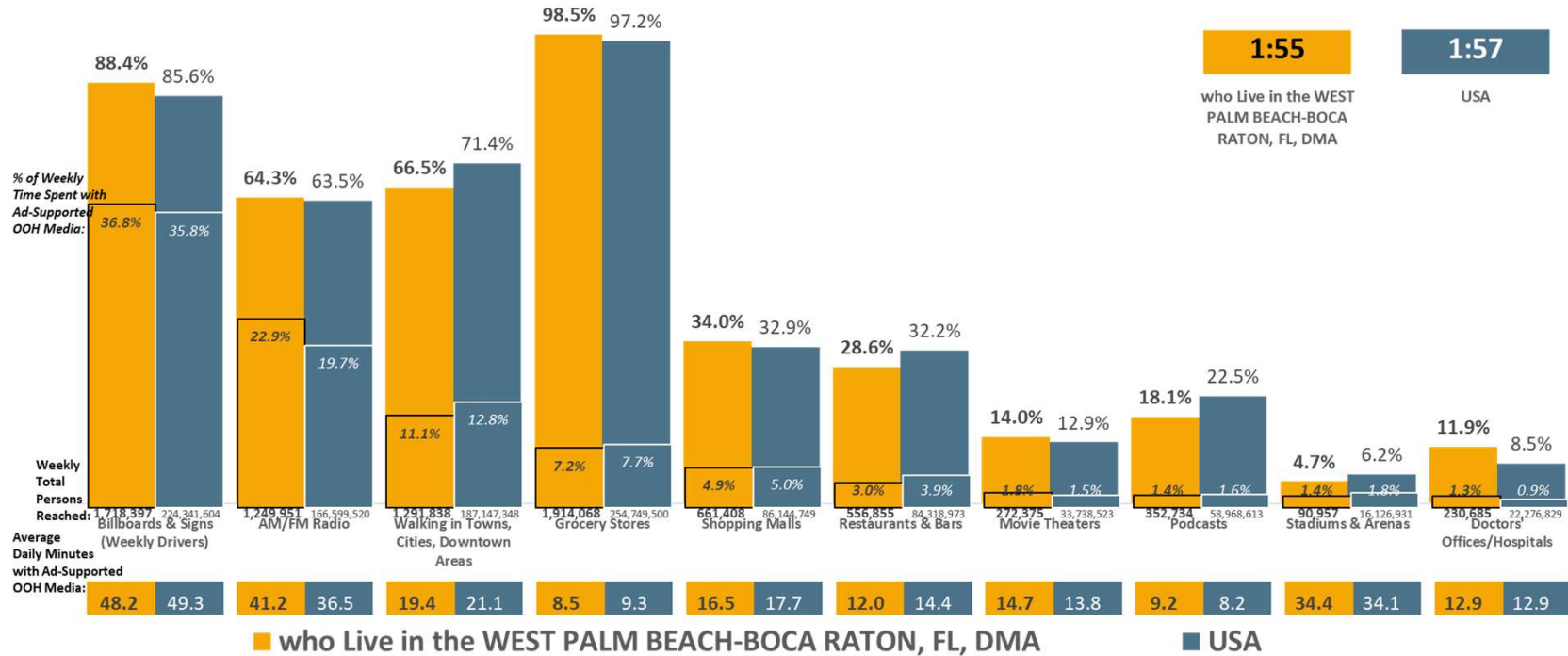


1,718,397 or 88.4% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 48.2 minutes per day driving, seeing Billboards and Signs representing 36.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



**1:55**  
who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA

**1:57**  
USA

USA DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551  
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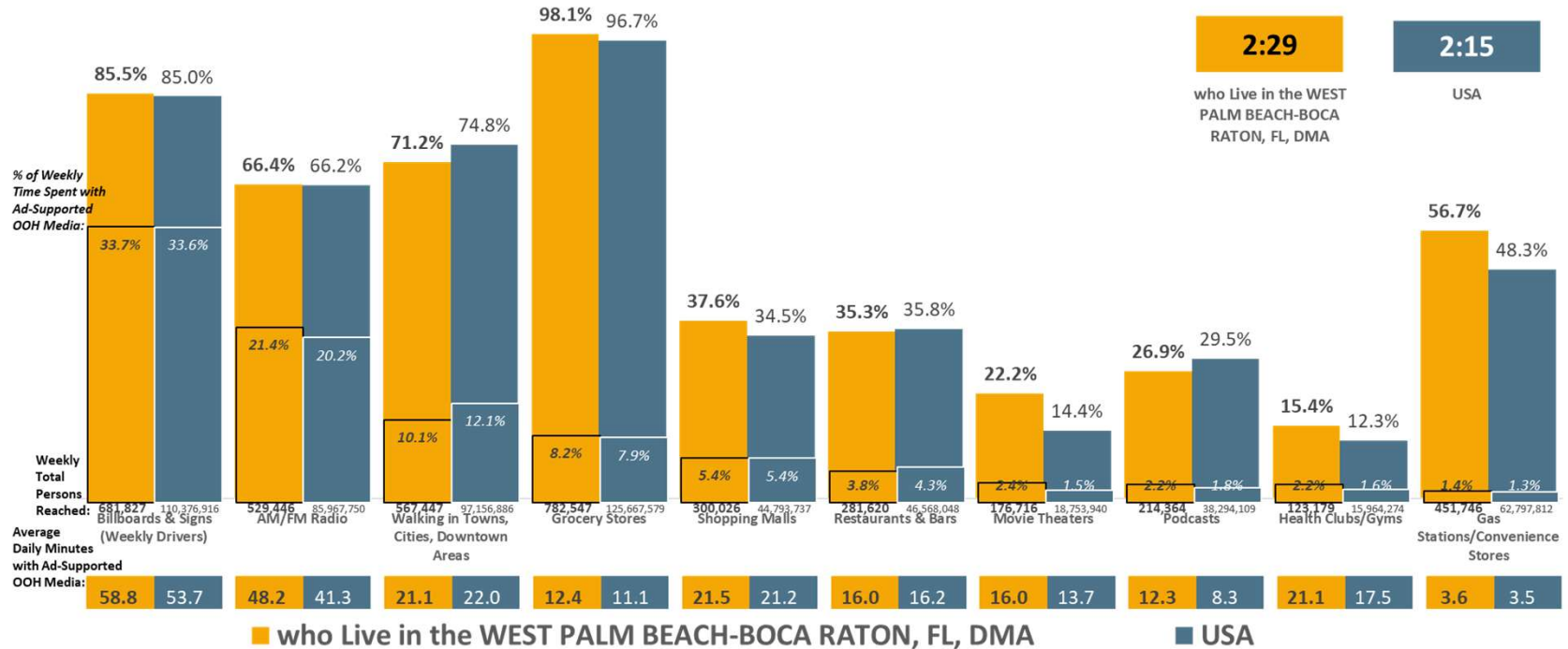


681,827 or 85.5% of Adults 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 58.8 minutes per day driving, seeing Billboards and Signs representing 33.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

### "Share of Ad-Supported OOH Media"



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

**2:15**  
USA

Weekly Total Persons Reached: 681,827 (Weekly Drivers) vs 110,276,916 (Billboards & Signs)

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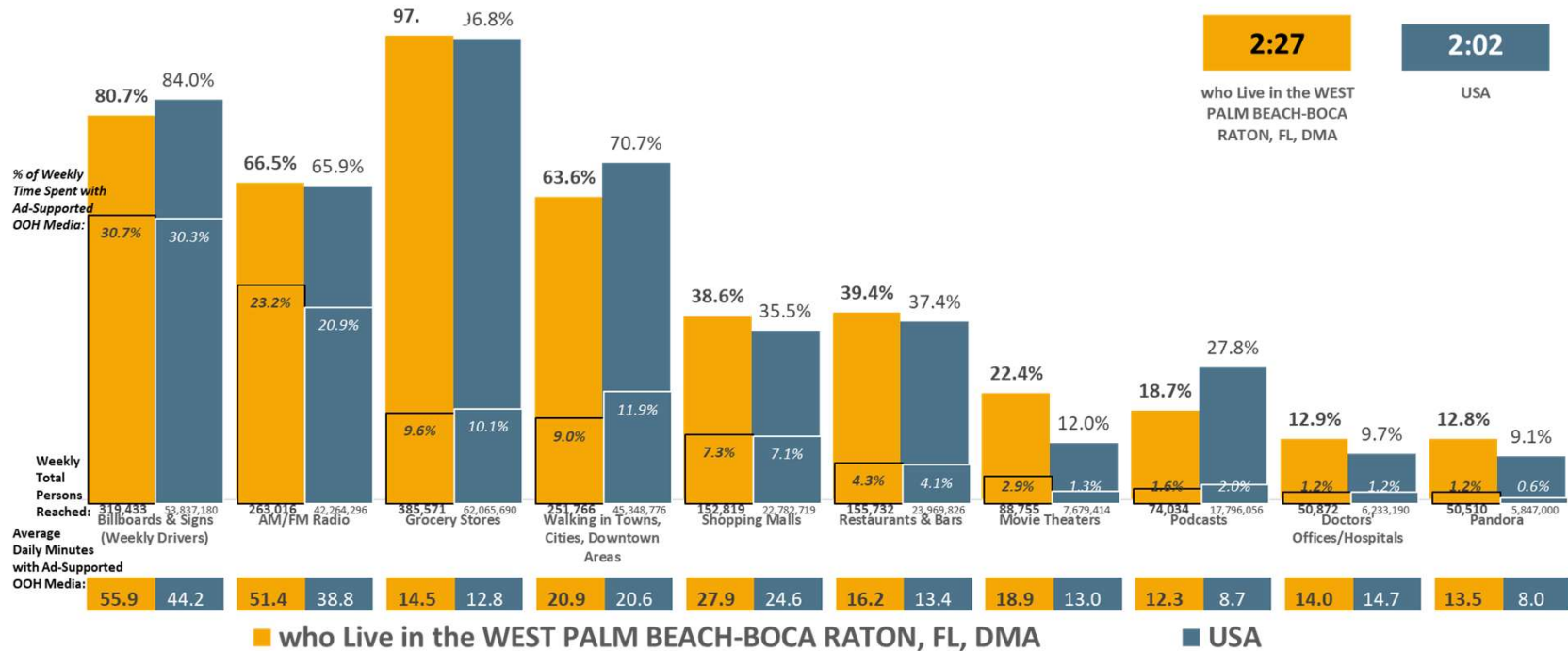


319,433 or 80.7% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 55.9 minutes per day driving, seeing Billboards and Signs representing 30.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



**2:27**

**2:02**

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

USA

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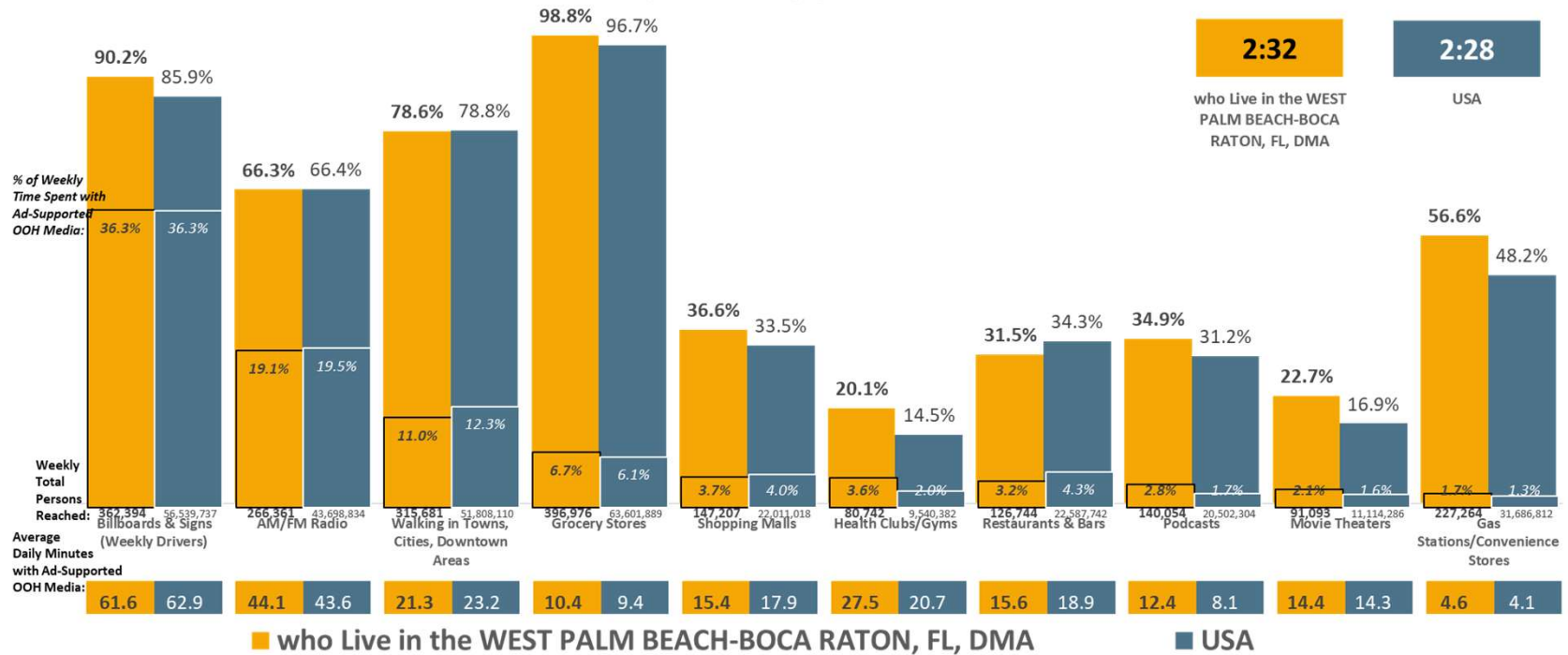


362,394 or 90.2% of Men 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 61.6 minutes per day driving, seeing Billboards and Signs representing 36.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



**2:32**  
 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA

**2:28**  
 USA

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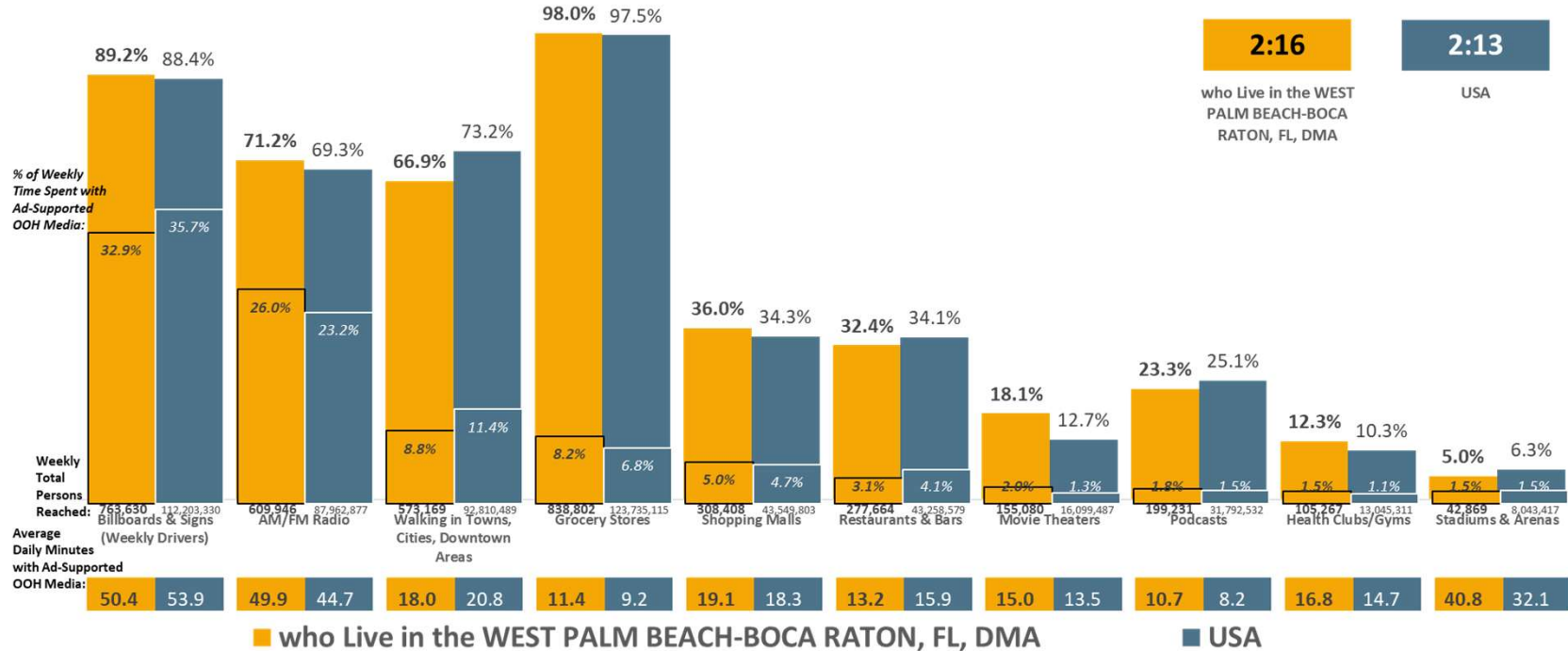


763,630 or 89.2% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA spend an average of 50.4 minutes per day driving, seeing Billboards and Signs representing 32.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



**2:16**  
who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA

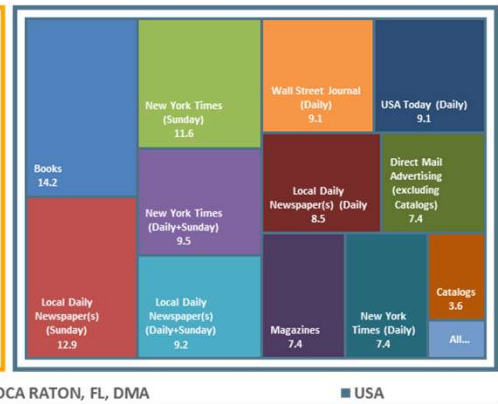
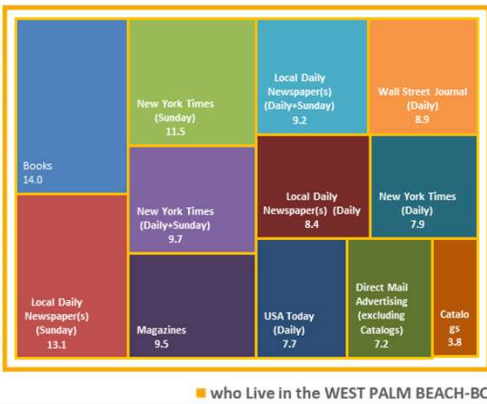
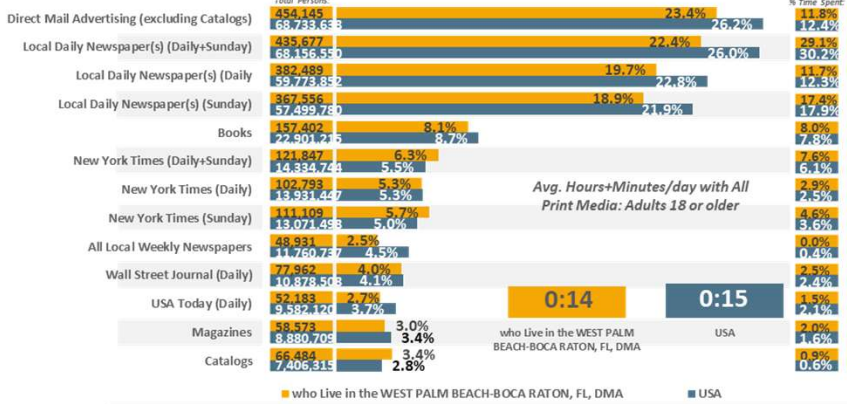
**2:13**  
USA

USA DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551  
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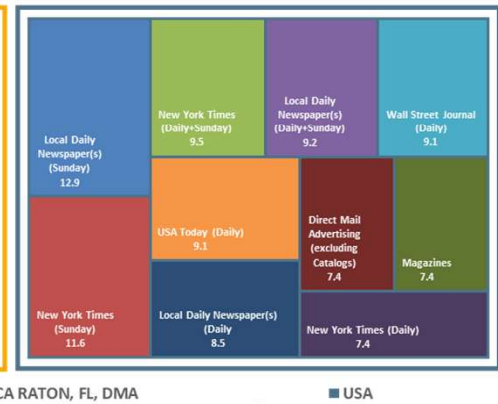
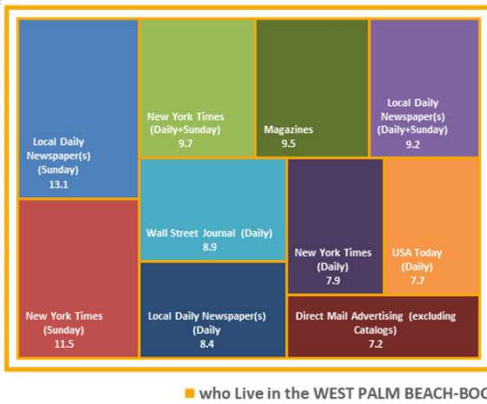
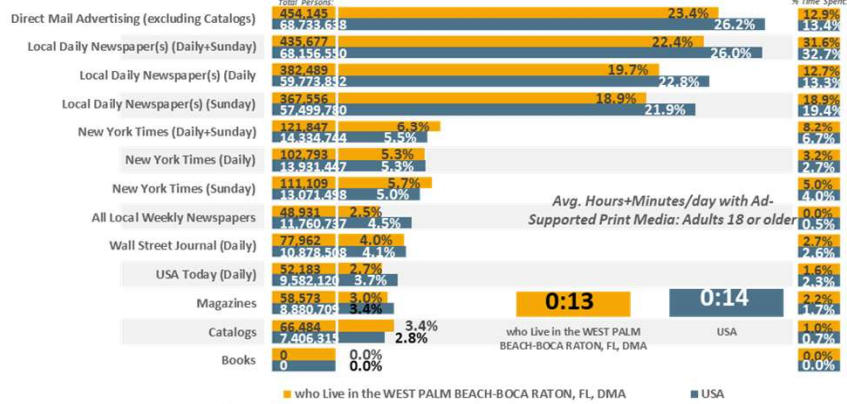


435,677 or 22.4% of Adults 18 or older who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 31.6% of all time spent daily with All forms of Print Media.

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



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

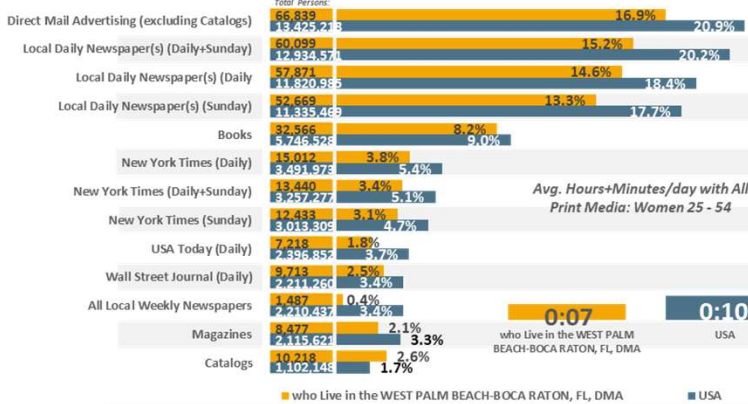




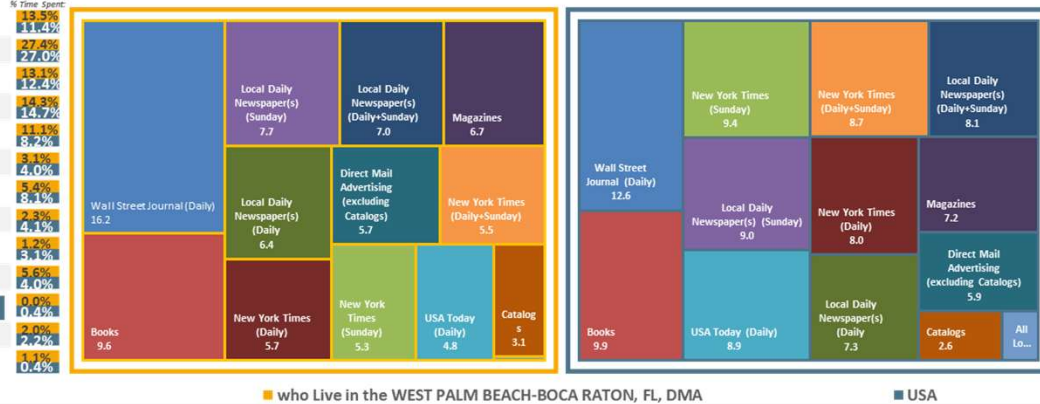


60,099 or 15.2% of Women 25 - 54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7. minutes every day representing 30.8% of all time spent daily with All forms of Print Media.

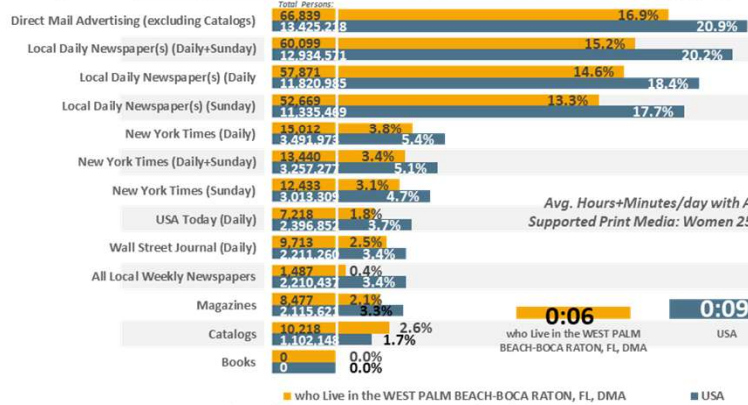
**Avg. Week All Print Media (Persons & % Reach): Women 25 - 54**



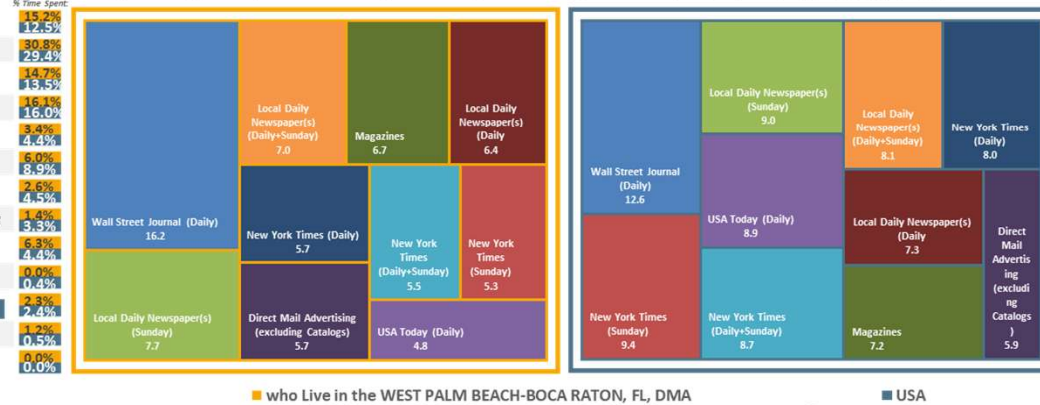
**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54**



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



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

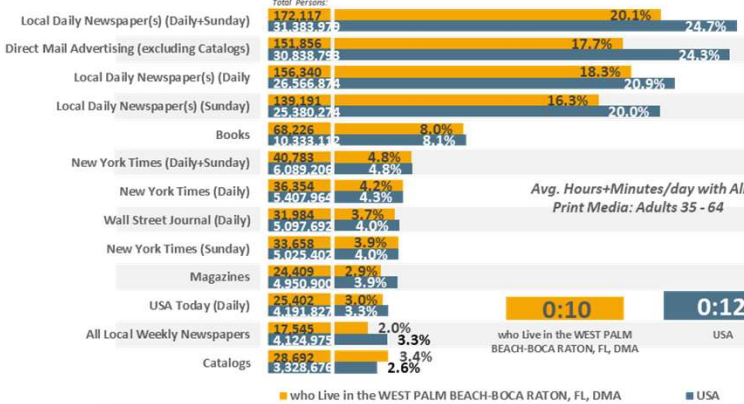




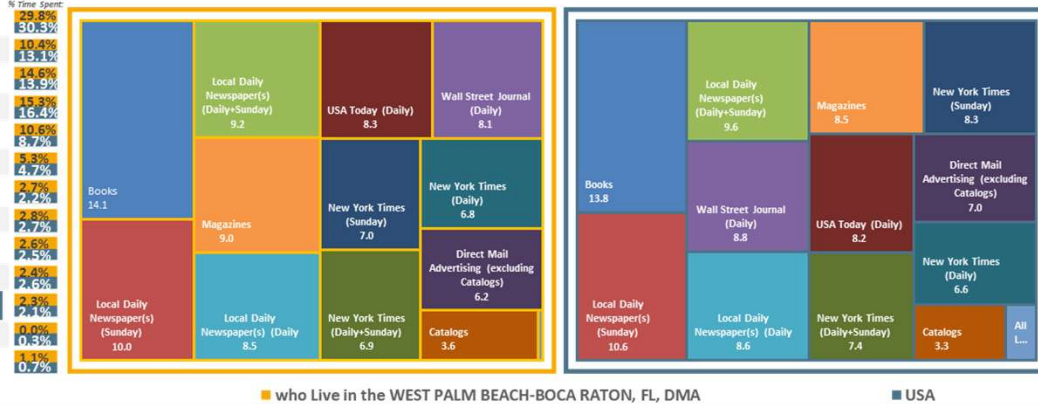


172,117 or 20.1% of Adults 35 - 64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 33.3% of all time spent daily with All forms of Print Media.

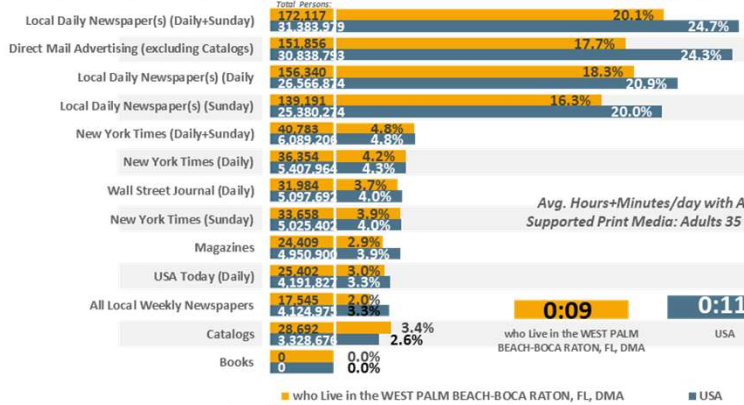
**Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64**



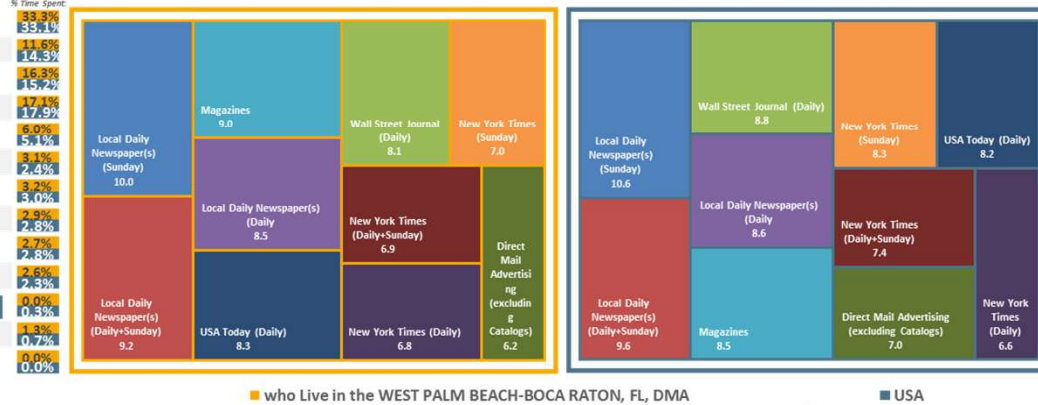
**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64**



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



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

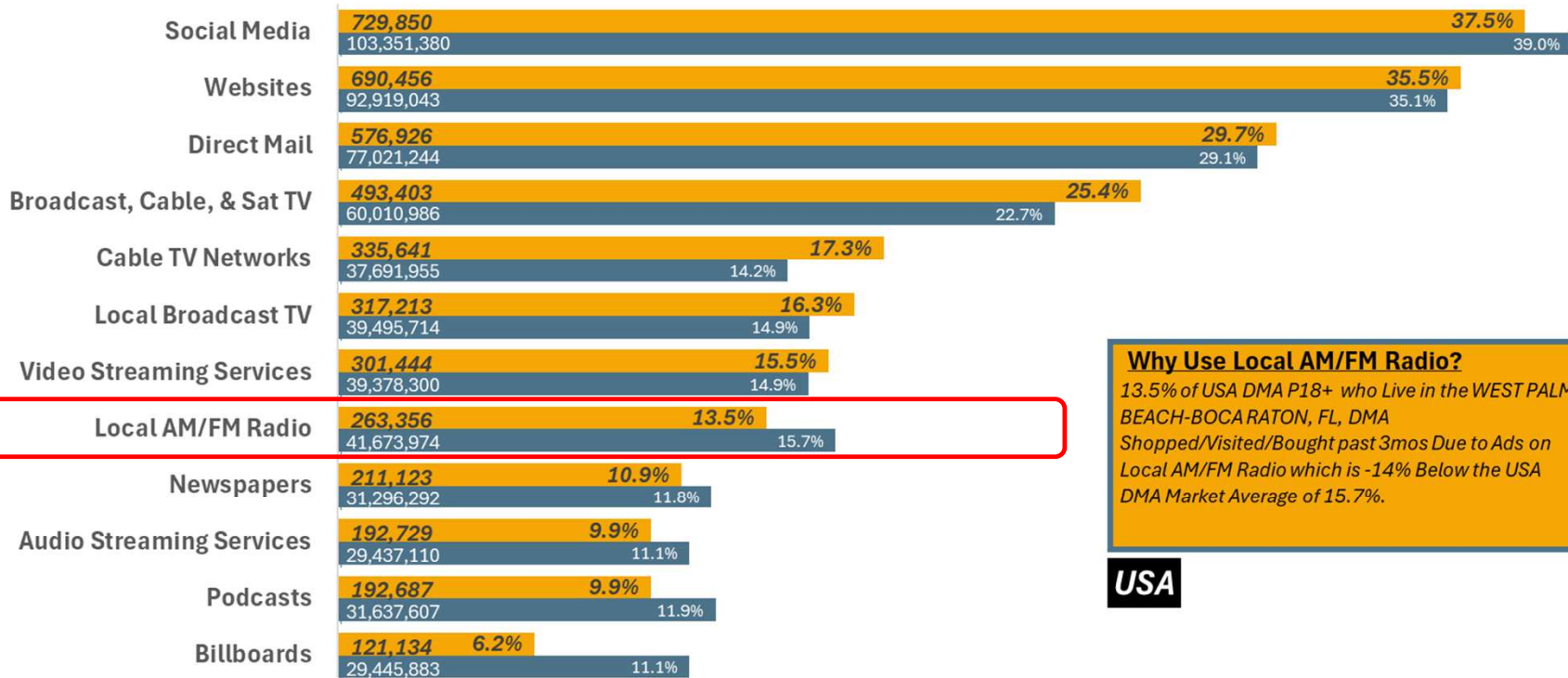




**P18+**

**"Advertising Actions"**

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



**Why Use Local AM/FM Radio?**  
 13.5% of USA DMA P18+ who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -14% Below the USA DMA Market Average of 15.7%.

**USA**

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

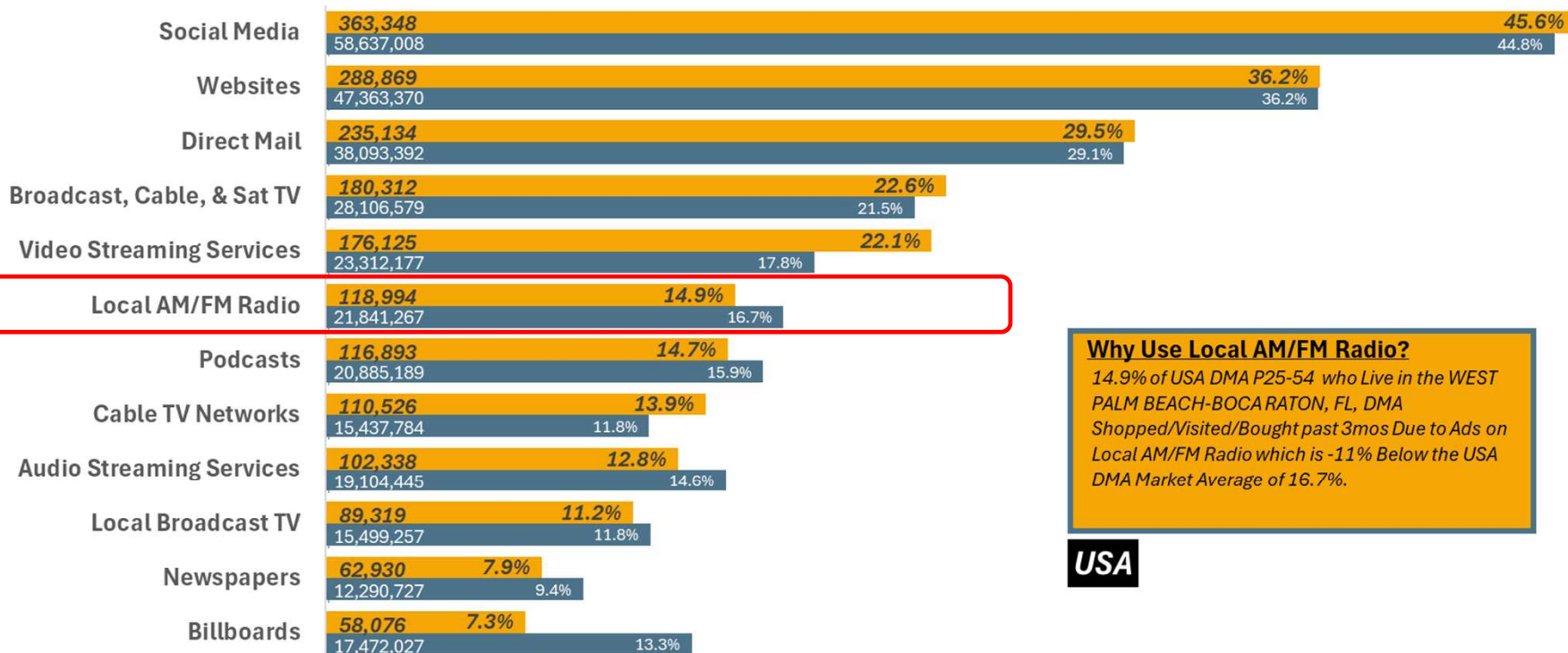
■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 24811  
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## "Advertising Actions"

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



**Why Use Local AM/FM Radio?**  
 14.9% of USA DMA P25-54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -11% Below the USA DMA Market Average of 16.7%.

**USA**

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

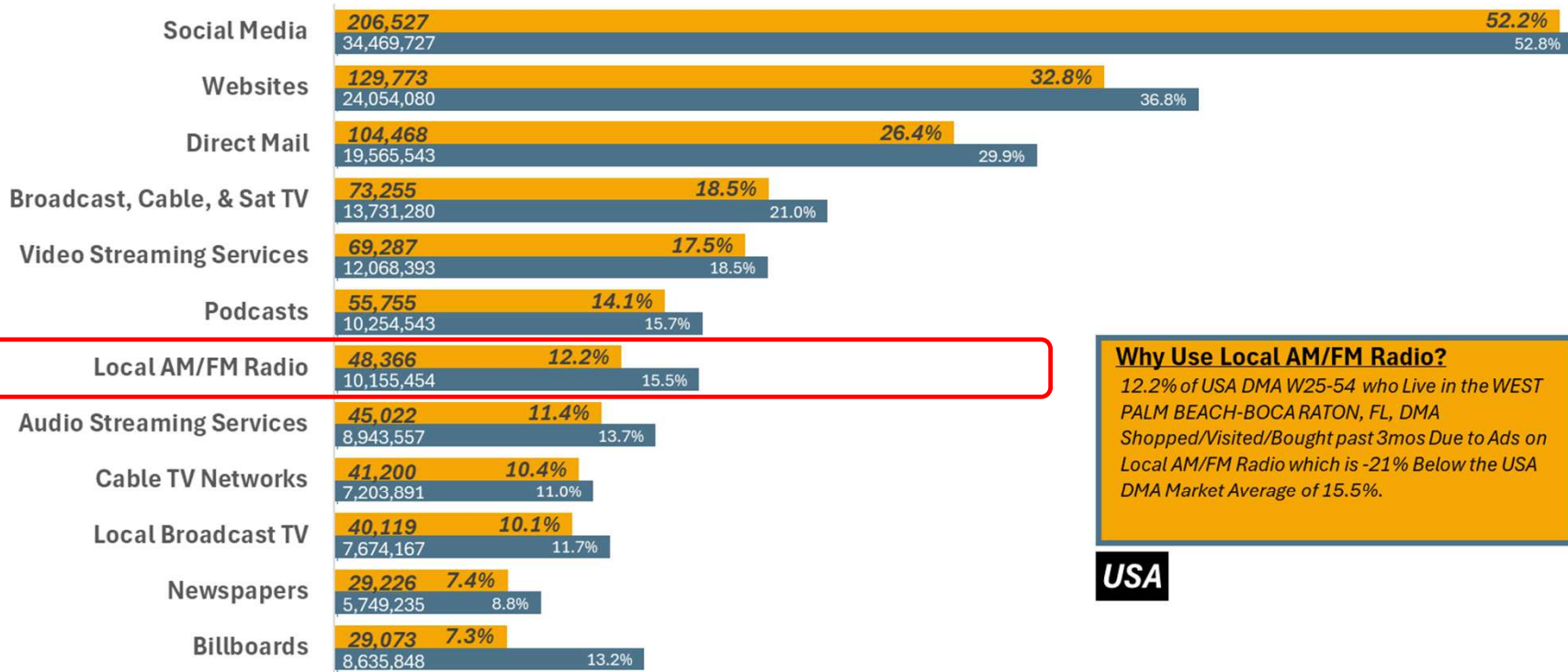
■ P25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 11385  
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## "Advertising Actions"

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



**Why Use Local AM/FM Radio?**  
 12.2% of USA DMA W25-54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -21% Below the USA DMA Market Average of 15.5%.

**USA**

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

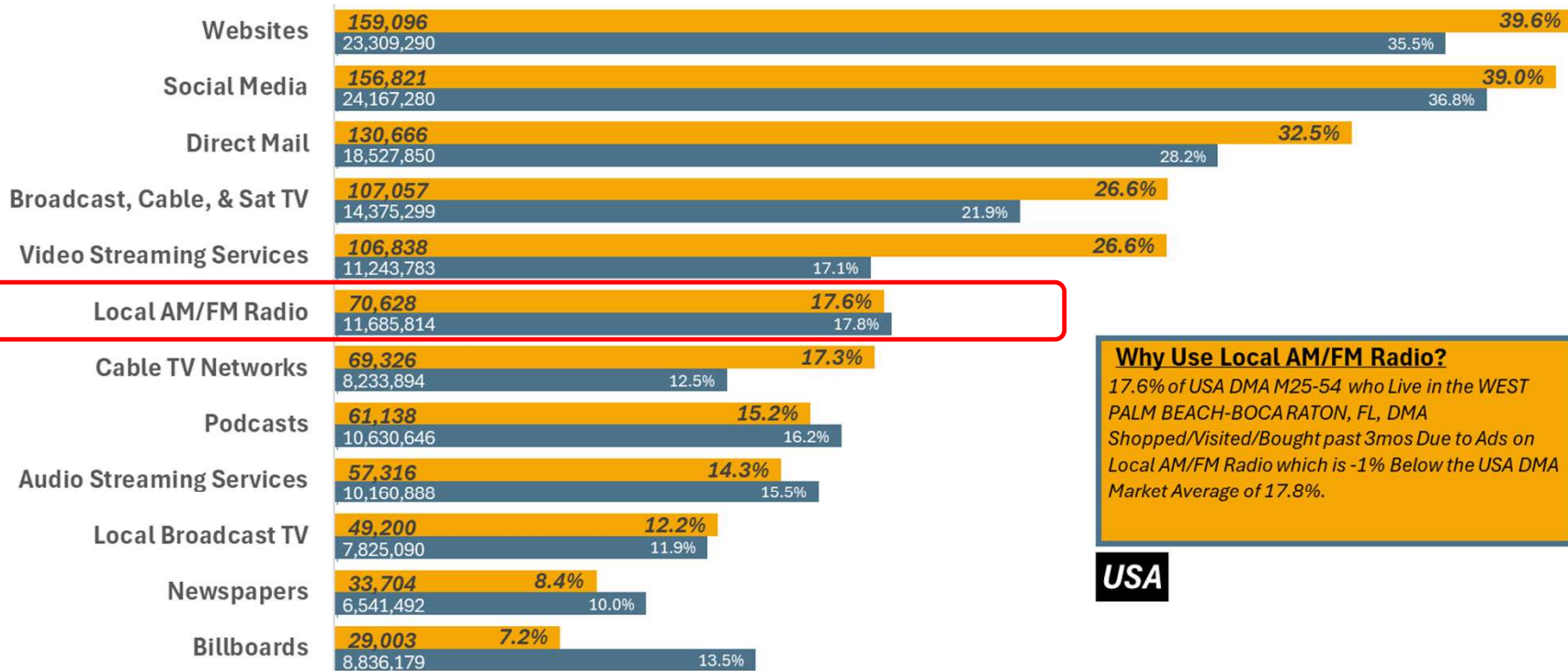
■ W25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 6829  
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## "Advertising Actions"

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



**Why Use Local AM/FM Radio?**  
 17.6% of USA DMA M25-54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the USA DMA Market Average of 17.8%.

USA

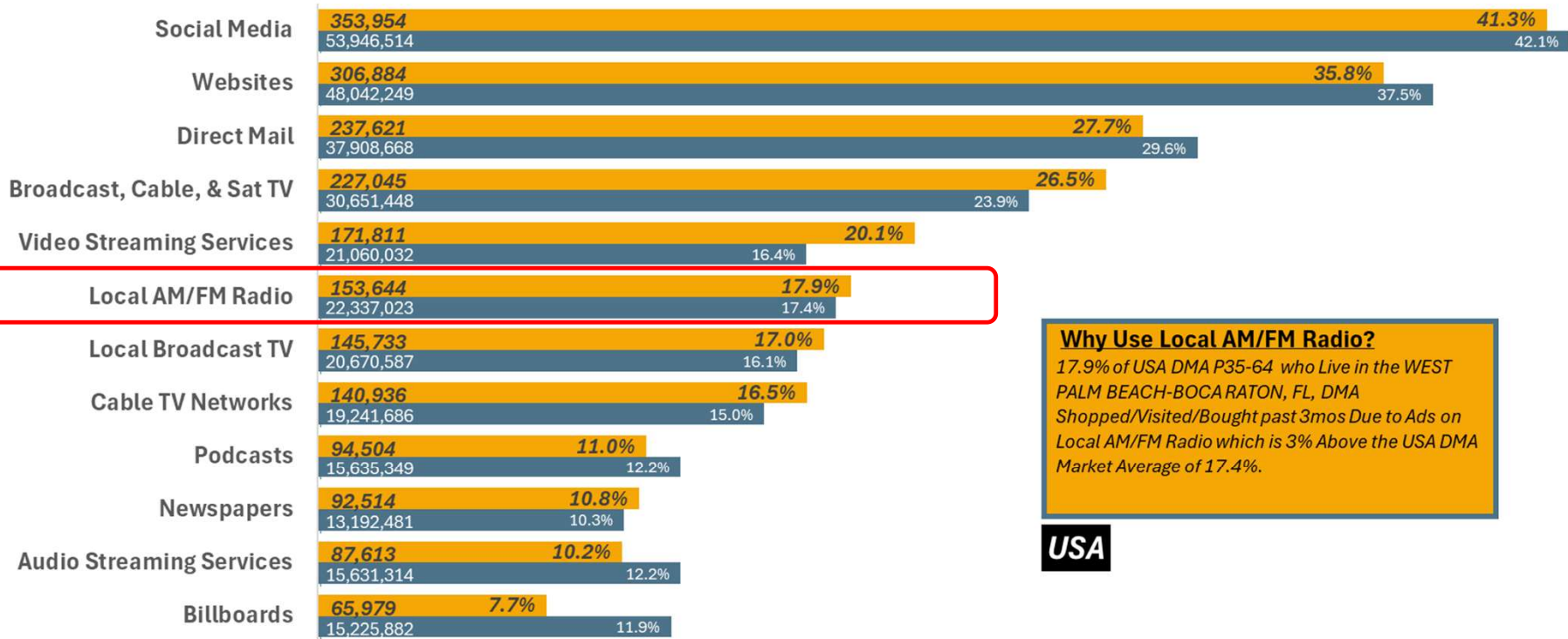
■ M25-54 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ M25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)



## "Advertising Actions"

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



**Why Use Local AM/FM Radio?**  
 17.9% of USA DMA P35-64 who Live in the WEST PALM BEACH-BOCA RATON, FL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the USA DMA Market Average of 17.4%.

**USA**

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

■ P35-64 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)