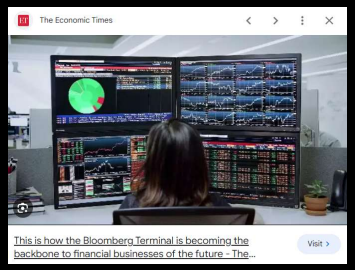
WEST PALM BEACH DMA – 5 P18+ Profiles of HUBBARD RADIO Listeners!

Brand New Data as of August 31, 2024!

Complete Demographic & Media Use Profiles













P18+ **Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ Hubbard Radio, WEAT-FM, WIRK-FM, WMBX-FM, and WRMF-FM past 7 days listeners who live in the WEST PALM BEACH-BOCA RATON,FL DMA as of AUGUST 2024!**

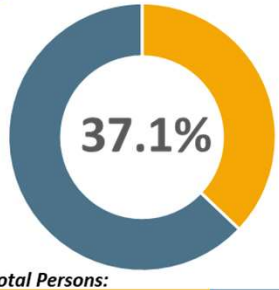
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM)
(Radio Stations: WEAT-FM)
(Radio Stations: WIRK-FM)
(Radio Stations: WMBX-FM)
(Radio Stations: WRMF-FM)

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

HUBBARD RADIO

37.1% or 696,544 of WEST PALM BEACH DMA Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Typical Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 49.5 years old (7.7% younger than average) and have a $97,465 (.6% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who listened to HUBBARD RADIO in the past 7 days
- Remainder of WEST PALM BEACH DMA

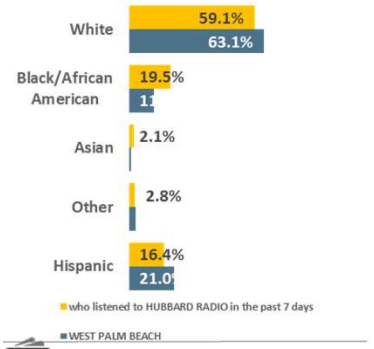
Total Persons:

who listened to HUBBARD RADIO in the past 7 days	Remainder of WEST PALM BEACH DMA
696,544	1,182,451

Gender of Target vs. Market: Adults 18 or older

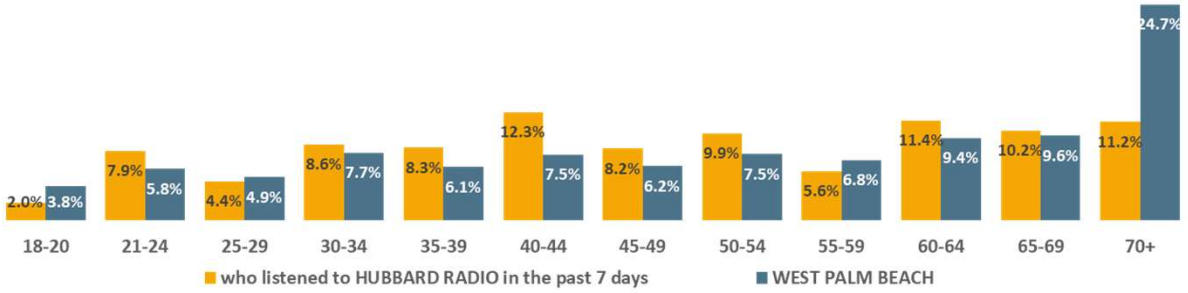
	Men	Men	Women	Women
%M vs. %F:	50.2%	47.6%	49.8%	52.4%
Average Age:	48.7	53.6	50.4	53.7
# Persons:	349,778	893,972	346,766	985,023

Ethnicity of Target vs. Market:

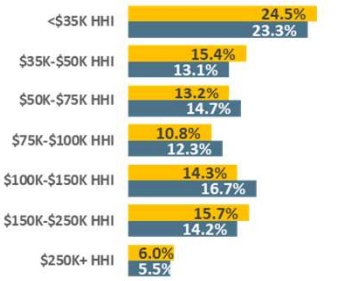


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	49.5	53.6



HHI of Target vs. Market:



Avg HHI:	$97,465	$96,915

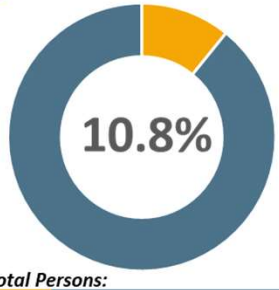
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 799

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

10.8% or 203,734 of WEST PALM BEACH DMA Adults 18 or older listened to WEAT-FM in the past 7 days. Typical Adults 18 or older who listened to WEAT-FM in the past 7 days are 53.1 years old (1.% younger than average) and have a $107,903 (11.3% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who listened to WEAT-FM in the past 7 days
- Remainder of WEST PALM BEACH DMA

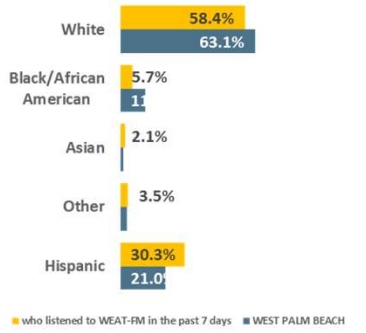
Total Persons:

203,734	1,675,261

Gender of Target vs. Market: Adults 18 or older

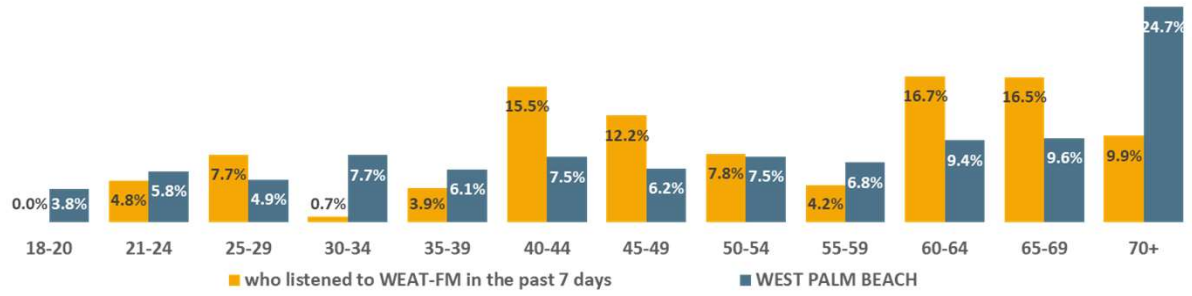
	Men	Men	Women	Women
%M vs. %F:	47.1%	47.6%	52.9%	52.4%
Average Age:	49.2	53.6	55.6	53.7
# Persons:	95,984	893,972	107,750	985,023

Ethnicity of Target vs. Market:



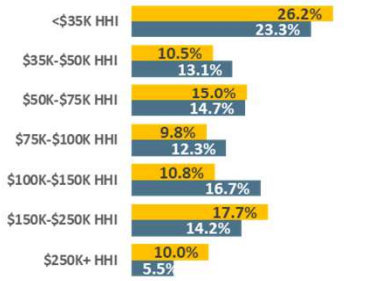
Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 53.1	53.6



	18-20	21-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70+
who listened to WEAT-FM in the past 7 days	0.0%	4.8%	7.7%	0.7%	3.9%	15.5%	12.2%	7.8%	4.2%	16.7%	16.5%	9.9%
WEST PALM BEACH	3.8%	5.8%	4.9%	7.7%	6.1%	7.5%	6.2%	7.5%	6.8%	9.4%	9.6%	24.7%

HHI of Target vs. Market:



Avg HHI:	$107,903	$96,915

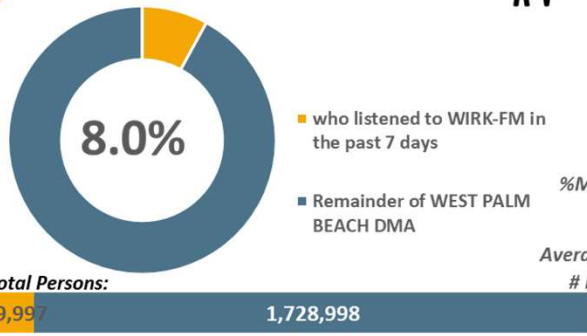
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 263

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(Radio Stations: WEAT-FM)

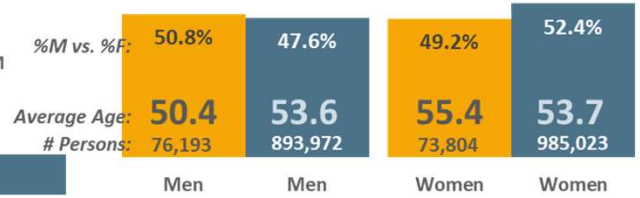
8.% or 149,997 of WEST PALM BEACH DMA Adults 18 or older listened to WIRK-FM in the past 7 days. Typical Adults 18 or older who listened to WIRK-FM in the past 7 days are 52.4 years old (2.3% younger than average) and have a $108,511 (12.% higher than average) annual household income.

Percent of Market: Adults 18 or older

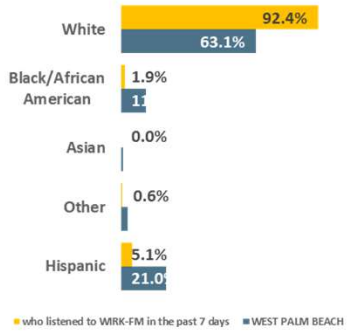


Total Persons:

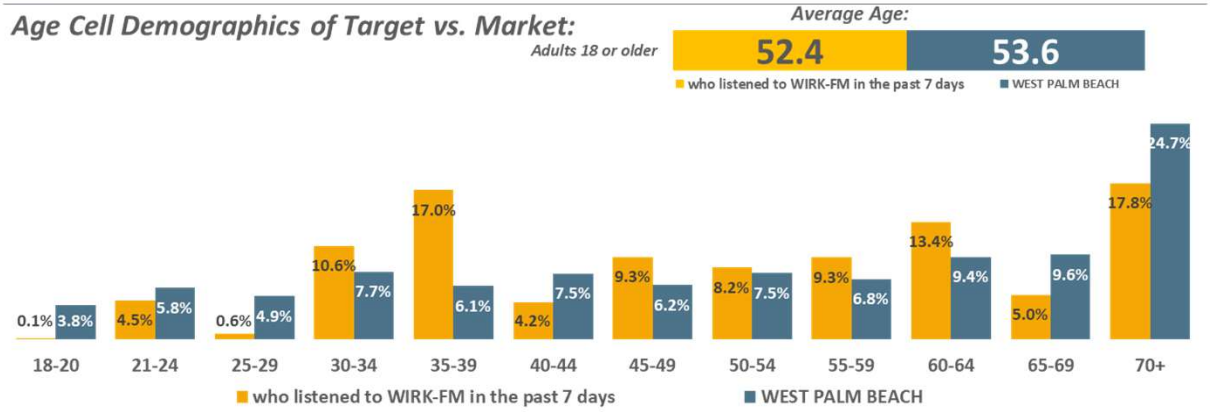
Gender of Target vs. Market: Adults 18 or older



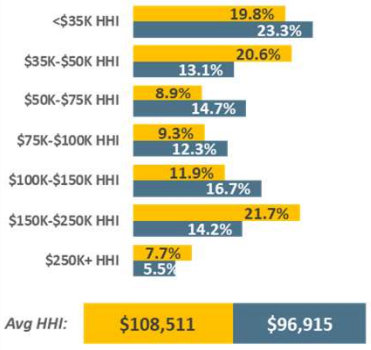
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $108,511 | $96,915

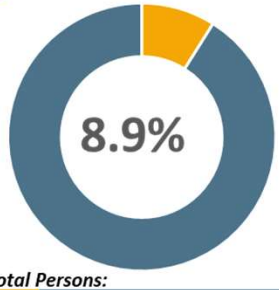
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 197

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(Radio Stations: WIRK-FM)

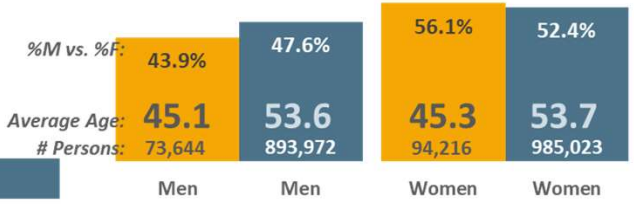
8.9% or 167,860 of WEST PALM BEACH DMA Adults 18 or older listened to WMBX-FM in the past 7 days. Typical Adults 18 or older who listened to WMBX-FM in the past 7 days are 45.2 years old (15.6% younger than average) and have a $72,043 (25.7% lower than average) annual household income.

Percent of Market: Adults 18 or older

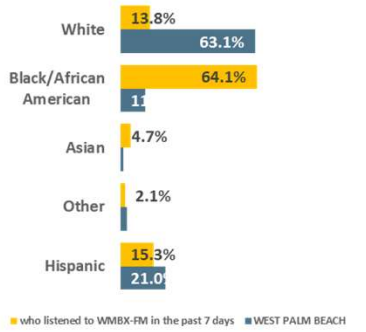


Total Persons:
167,860 | 1,711,135

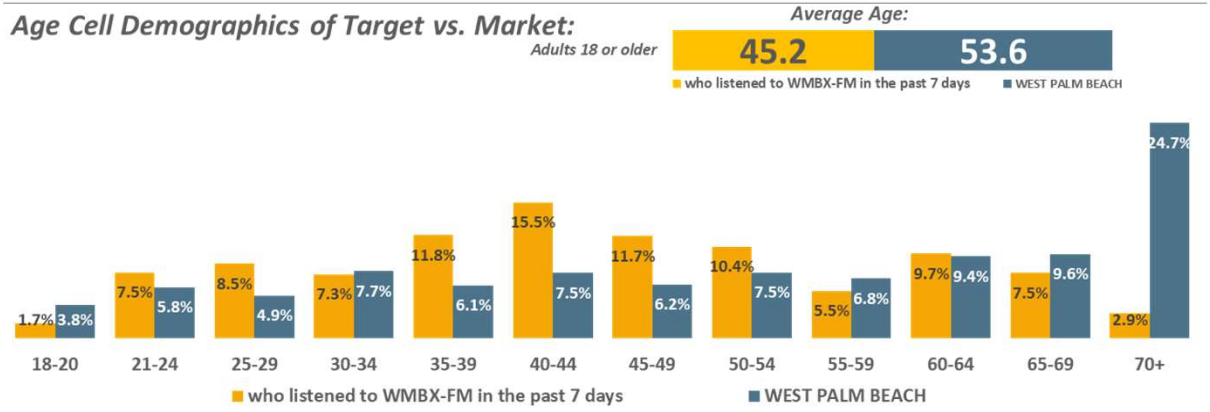
Gender of Target vs. Market: Adults 18 or older



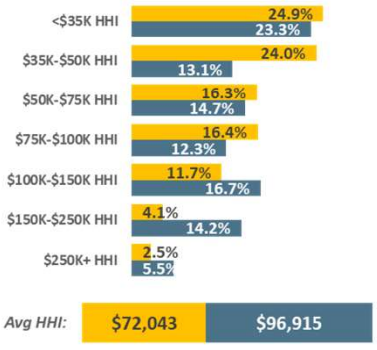
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 167

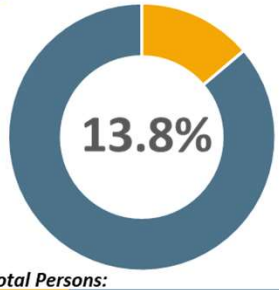
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(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

13.8% or 259,756 of WEST PALM BEACH DMA Adults 18 or older listened to WRMF-FM in the past 7 days. Typical Adults 18 or older who listened to WRMF-FM in the past 7 days are 44.4 years old (17.2% younger than average) and have a $94,341 (2.7% lower than average) annual household income.

Percent of Market: Adults 18 or older



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

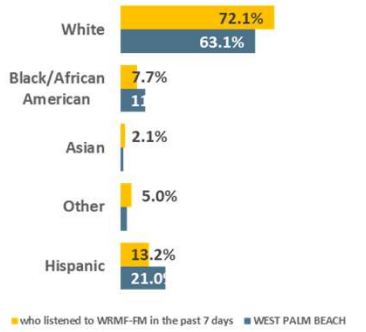
Total Persons:

259,756	1,619,239

Gender of Target vs. Market: Adults 18 or older

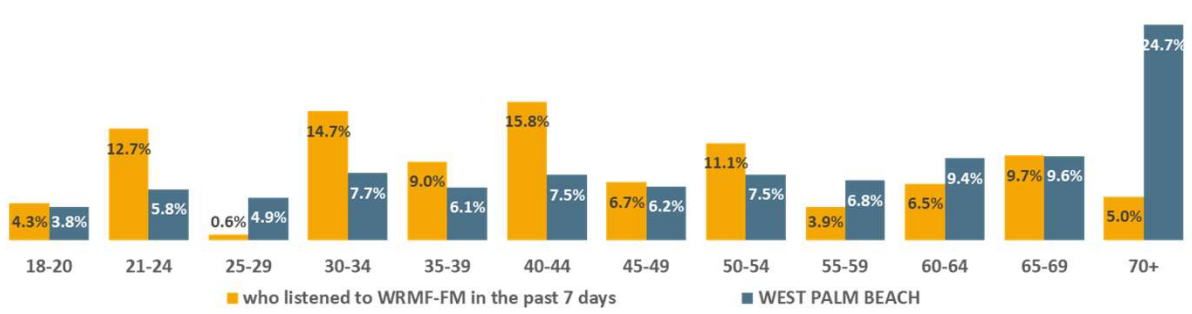
	Men	Men	Women	Women
%M vs. %F:	46.2%	47.6%	53.8%	52.4%
Average Age:	45.0	53.6	43.7	53.7
# Persons:	119,932	893,972	139,824	985,023

Ethnicity of Target vs. Market:

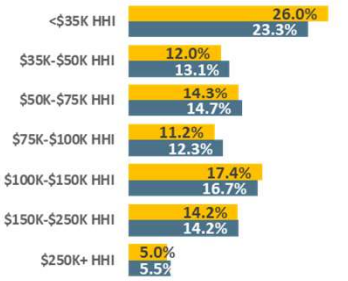


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	44.4	53.6



HHI of Target vs. Market:



Avg HHI:	$94,341	$96,915

WEST PALM BEACH DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 268

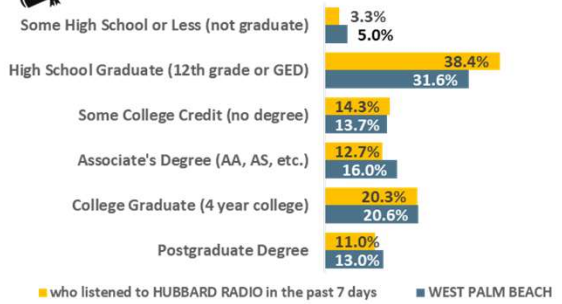
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(Radio Stations: WRMF-FM)

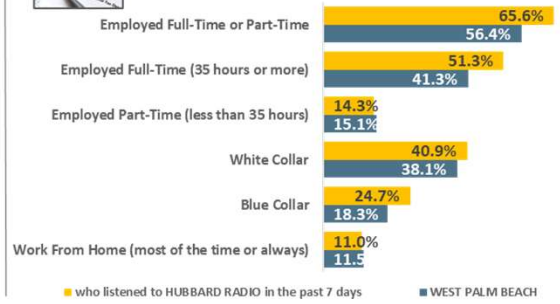
HUBBARD RADIO

37.1% or 696,544 of WEST PALM BEACH DMA Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 7.% less likely to be a college graduate, 24.2% more likely to work full-time, 15.7% less likely to be married, 32.9% more likely to be a parent of 1 or more children under 18.

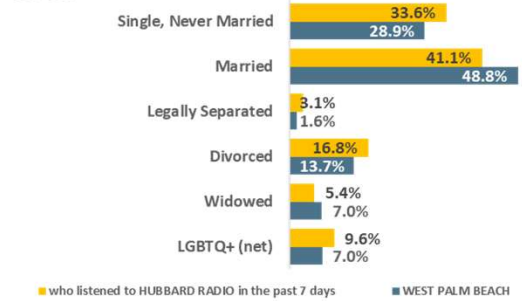
Education Levels: Adults 18 or older



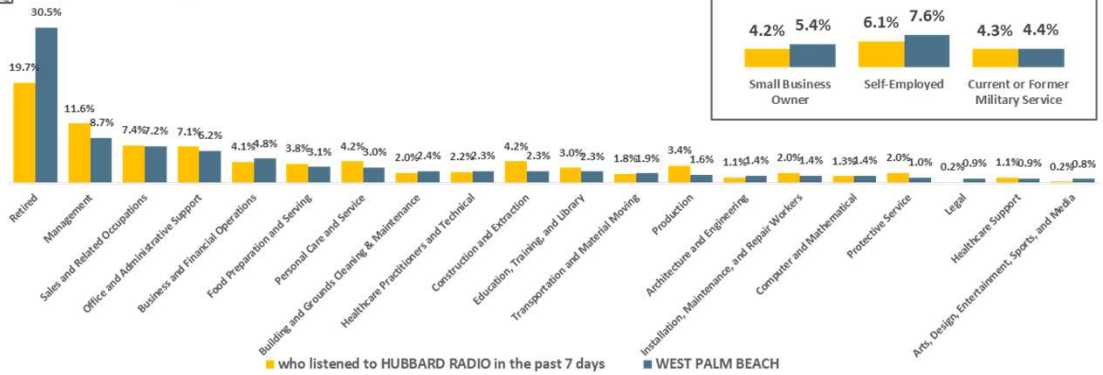
Employment: Adults 18 or older



Marital Status: Adults 18 or older

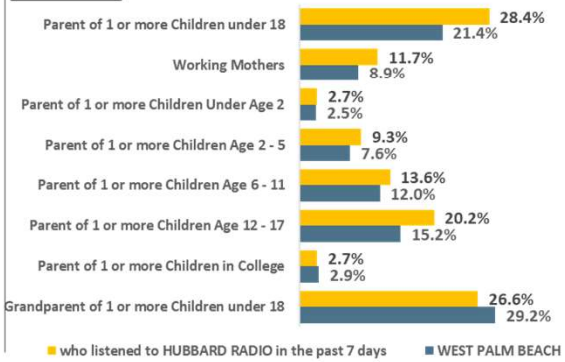


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



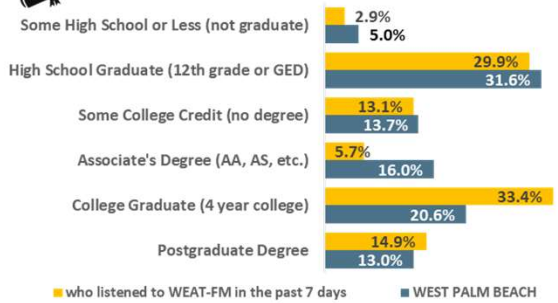
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 799

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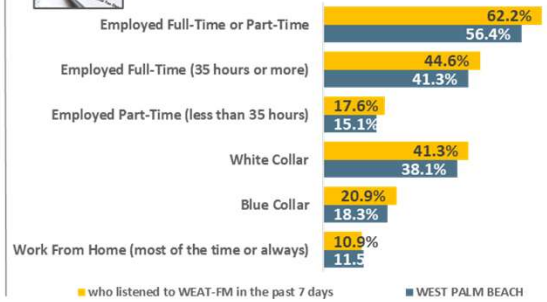
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM)

10.8% or 203,734 of WEST PALM BEACH DMA Adults 18 or older listened to WEAT-FM in the past 7 days. Adults 18 or older who listened to WEAT-FM in the past 7 days are 43.8% more likely to be a college graduate, 8.1% more likely to work full-time, 10.8% less likely to be married, 26.7% more likely to be a parent of 1 or more children under 18.

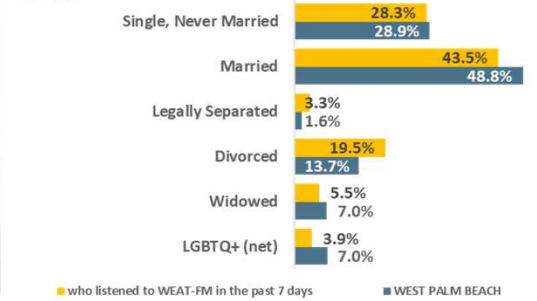
Education Levels: Adults 18 or older



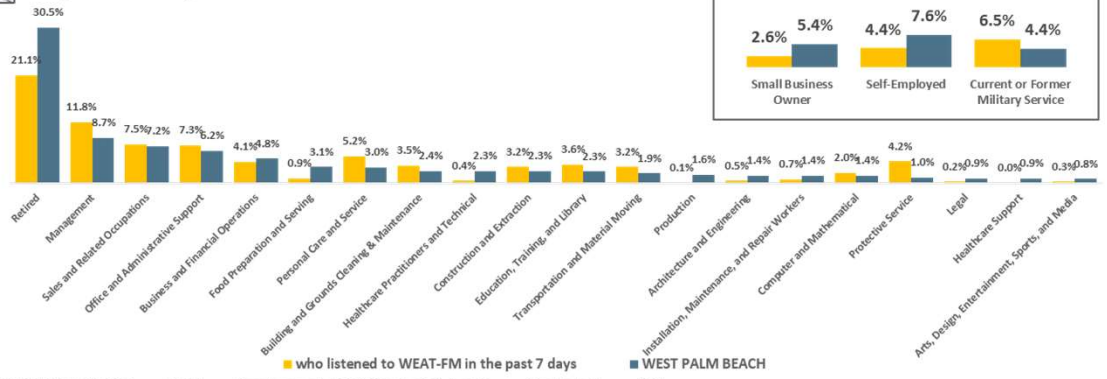
Employment: Adults 18 or older



Marital Status: Adults 18 or older

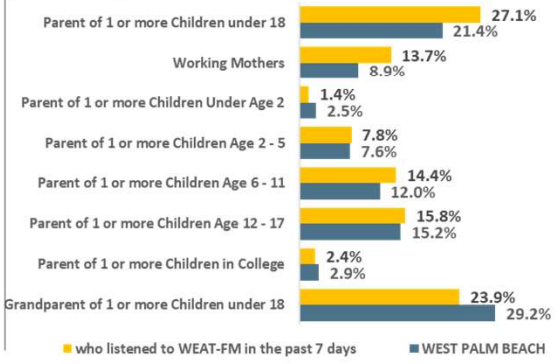


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



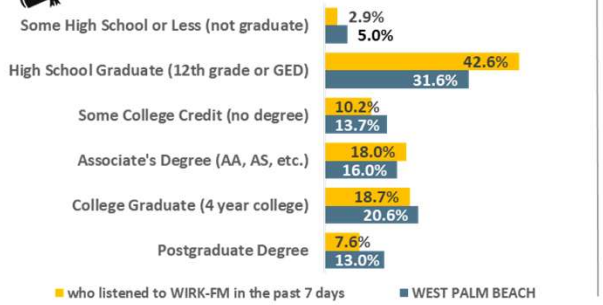
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 263

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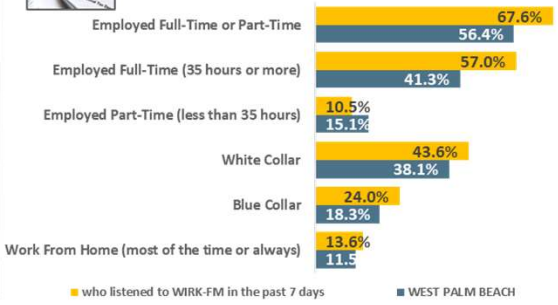
(Radio Stations: WEAT-FM)

8.% or 149,997 of WEST PALM BEACH DMA Adults 18 or older listened to WIRK-FM in the past 7 days. Adults 18 or older who listened to WIRK-FM in the past 7 days are 21.8% less likely to be a college graduate, 38.1% more likely to work full-time, 1.1% less likely to be married, 24.5% more likely to be a parent of 1 or more children under 18.

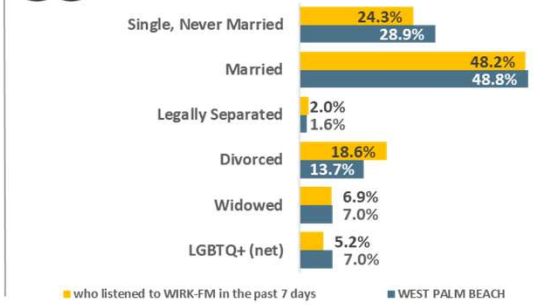
Education Levels: Adults 18 or older



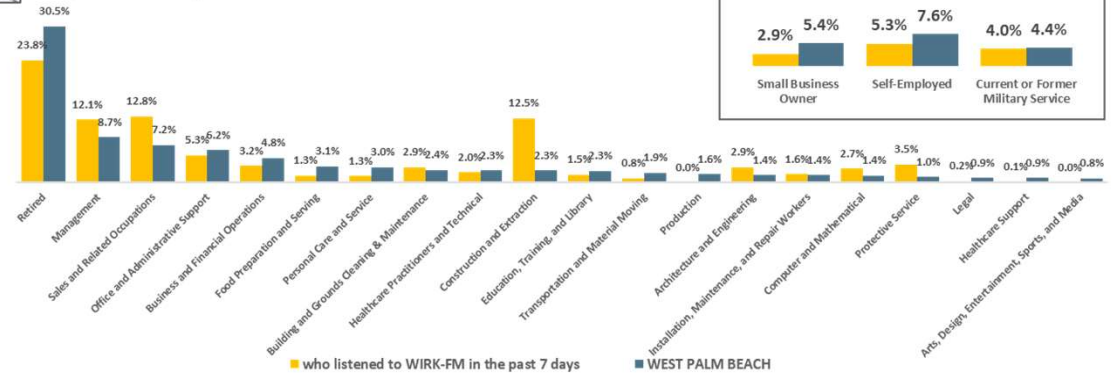
Employment: Adults 18 or older



Marital Status: Adults 18 or older

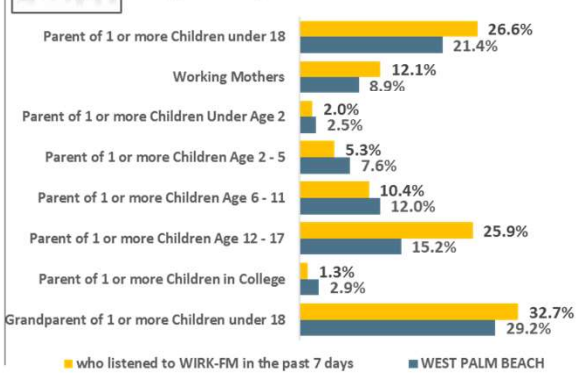


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



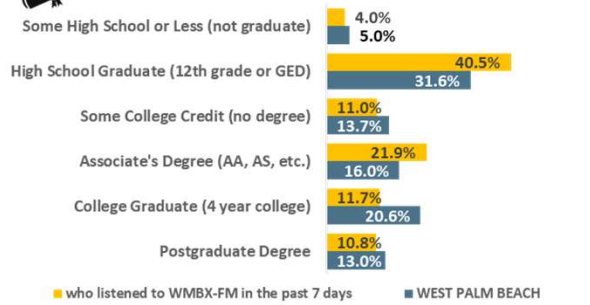
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 197

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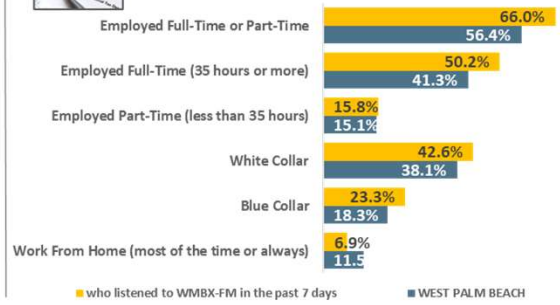
(Radio Stations: WIRK-FM)

8.9% or 167,860 of WEST PALM BEACH DMA Adults 18 or older listened to WMBX-FM in the past 7 days. Adults 18 or older who listened to WMBX-FM in the past 7 days are 32.9% less likely to be a college graduate, 21.6% more likely to work full-time, 40.3% less likely to be married, 83.6% more likely to be a parent of 1 or more children under 18.

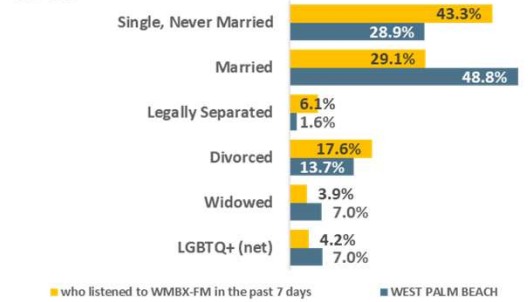
Education Levels: Adults 18 or older



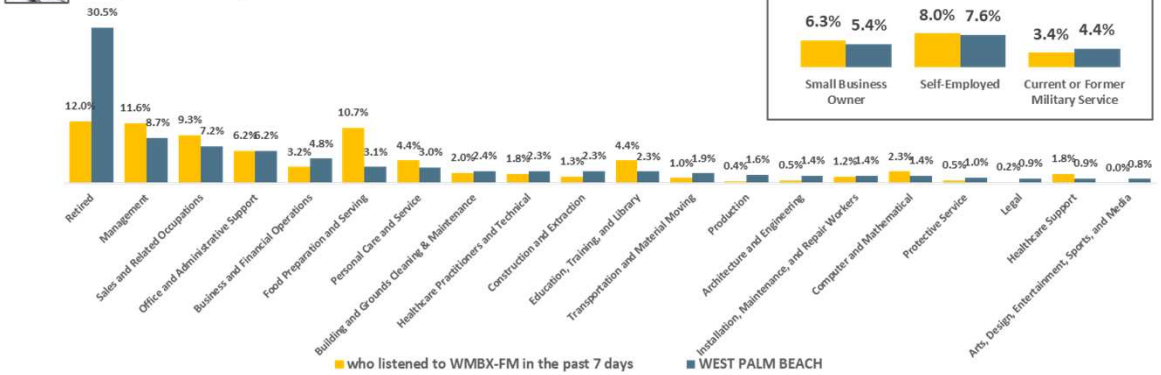
Employment: Adults 18 or older



Marital Status: Adults 18 or older

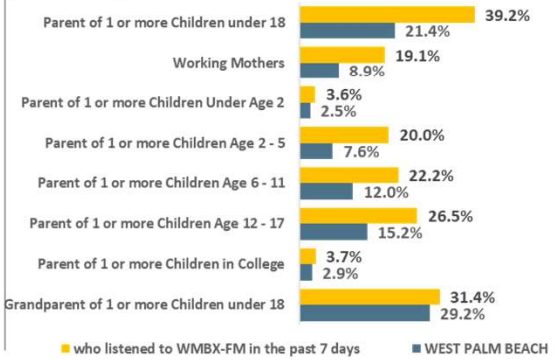


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



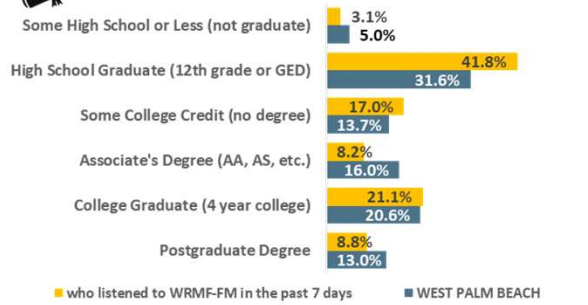
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(Radio Stations: WMBX-FM)

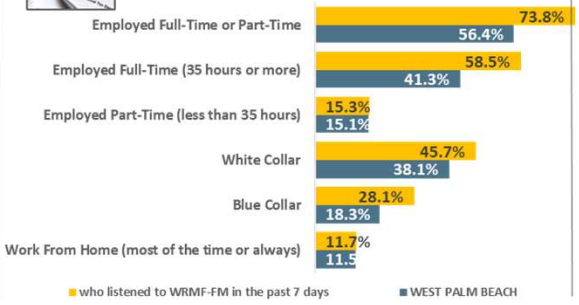
97.9 wrmf
2000's, 10's & today

13.8% or 259,756 of WEST PALM BEACH DMA Adults 18 or older listened to WRMF-FM in the past 7 days. Adults 18 or older who listened to WRMF-FM in the past 7 days are 11.1% less likely to be a college graduate, 41.7% more likely to work full-time, 24.3% less likely to be married, 51.6% more likely to be a parent of 1 or more children under 18.

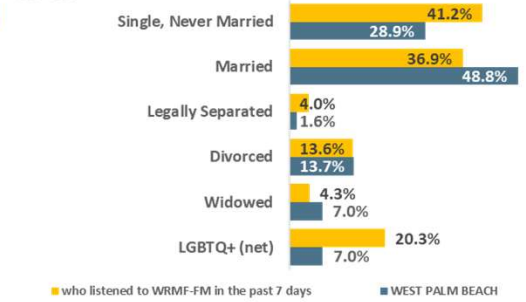
Education Levels: Adults 18 or older



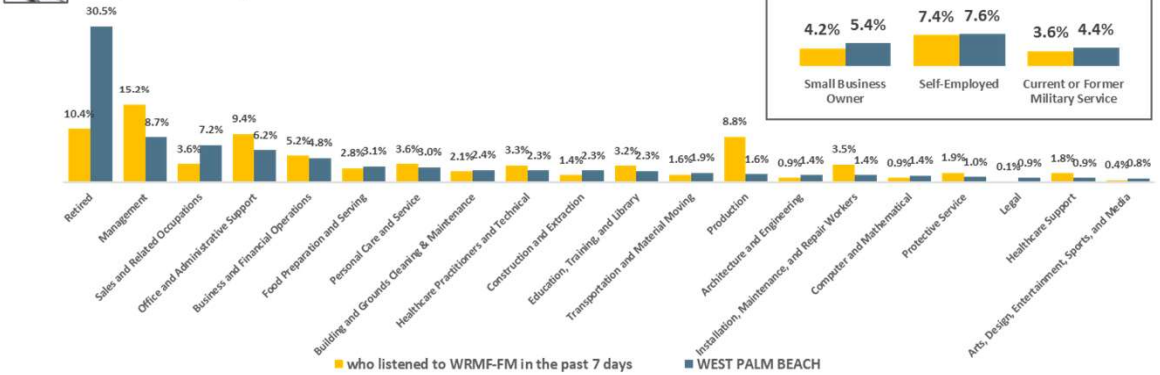
Employment: Adults 18 or older



Marital Status: Adults 18 or older

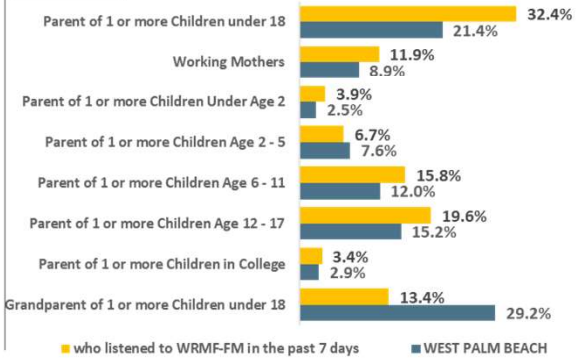


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 268

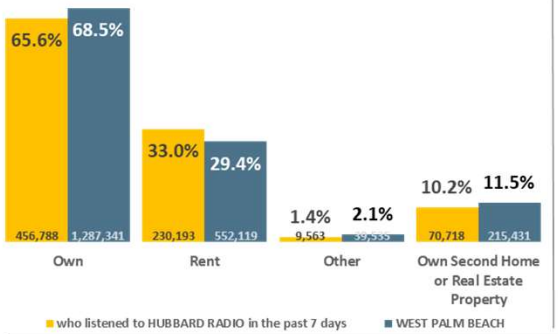
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(Radio Stations: WRMF-FM)

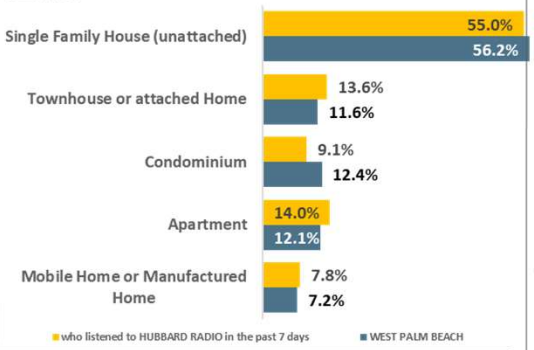
HUBBARD RADIO

37.1% or 696,544 of WEST PALM BEACH DMA Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 4.3% less likely to own their home, 6.3% more likely to own a lower valued home, 2.% less likely to have a single-family home, 6.% more likely to have a dog.

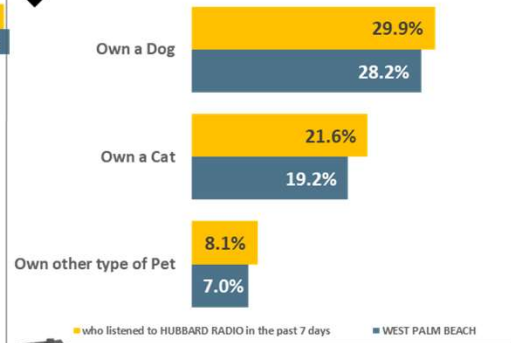
Own/Rent/Other: Adults 18 or older



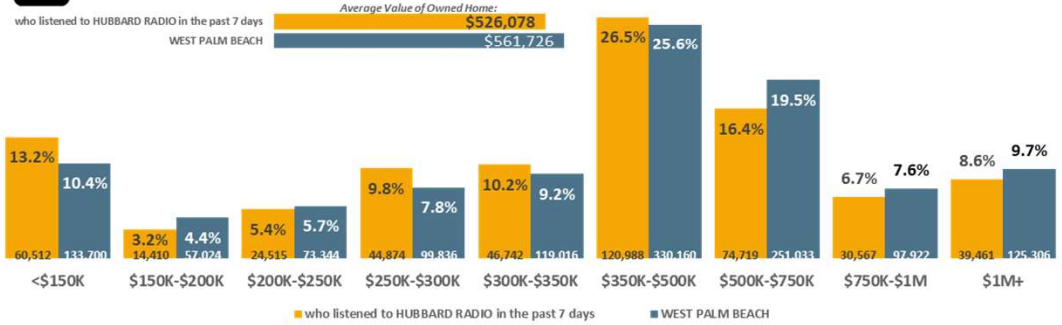
Type of Home: Adults 18 or older



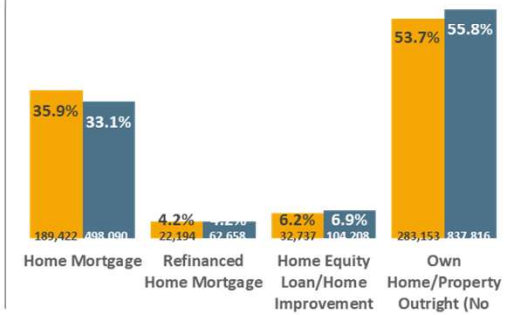
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



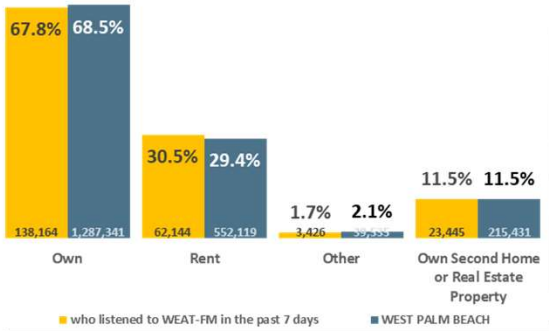
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 799

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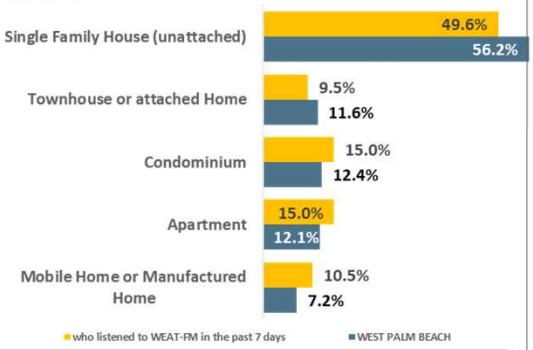
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM)

10.8% or 203,734 of WEST PALM BEACH DMA Adults 18 or older listened to WEAT-FM in the past 7 days. Adults 18 or older who listened to WEAT-FM in the past 7 days are 1.% less likely to own their home, 18.% more likely to own a higher valued home, 11.6% less likely to have a single-family home, 3.3% less likely to have a dog.

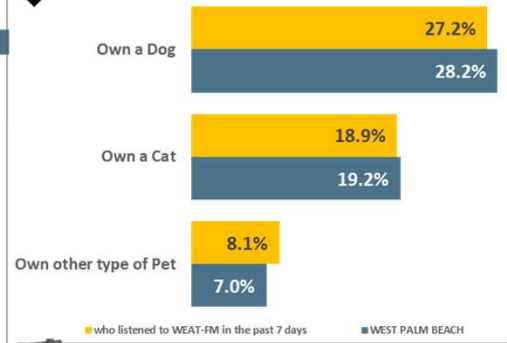
Own/Rent/Other: Adults 18 or older



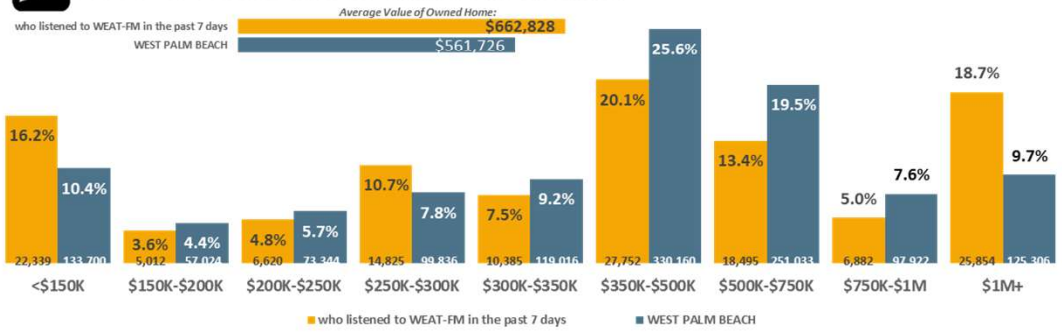
Type of Home: Adults 18 or older



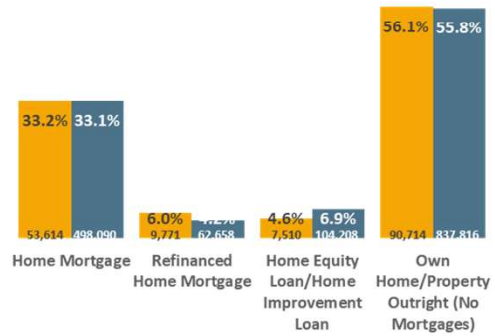
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



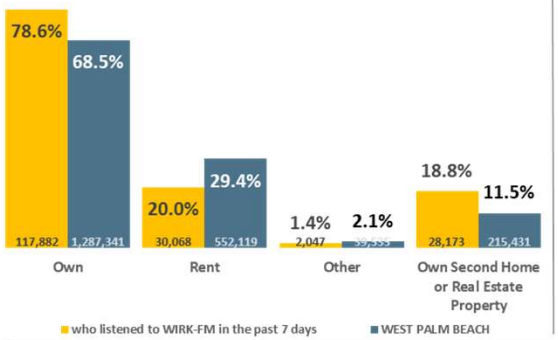
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 263

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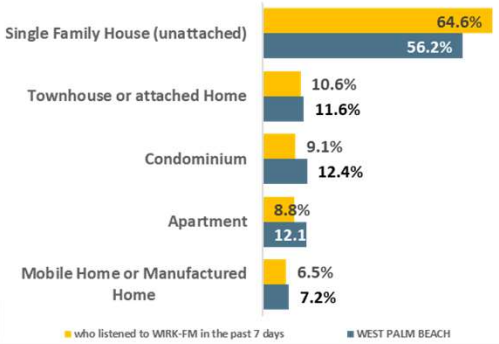
(Radio Stations: WEAT-FM)

8.% or 149,997 of WEST PALM BEACH DMA Adults 18 or older listened to WIRK-FM in the past 7 days. Adults 18 or older who listened to WIRK-FM in the past 7 days are 14.7% more likely to own their home, .4% more likely to own a higher valued home, 15.% more likely to have a single-family home, 25.1% more likely to have a dog.

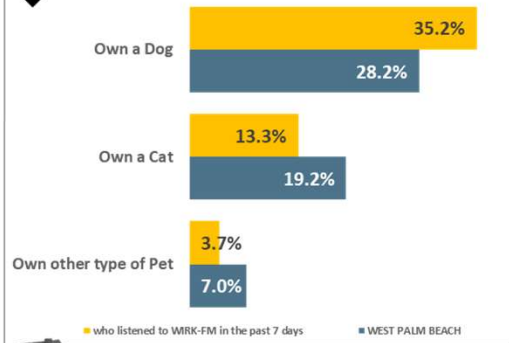
Own/Rent/Other: Adults 18 or older



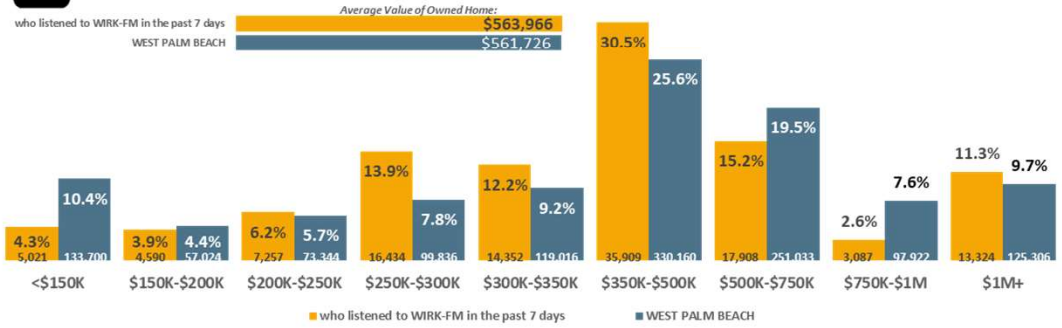
Type of Home: Adults 18 or older



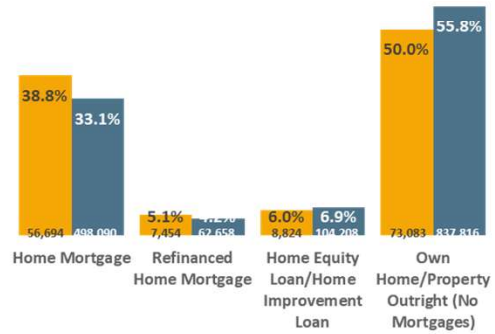
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



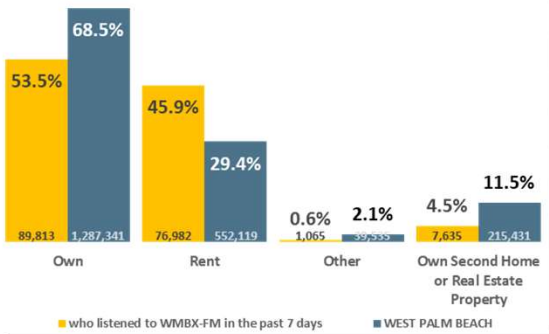
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 197

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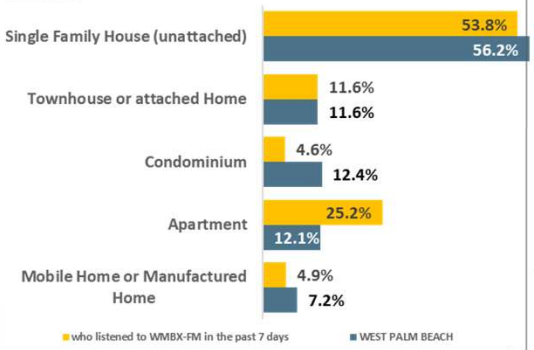
(Radio Stations: WIRK-FM)

8.9% or 167,860 of WEST PALM BEACH DMA Adults 18 or older listened to WMBX-FM in the past 7 days. Adults 18 or older who listened to WMBX-FM in the past 7 days are 21.9% less likely to own their home, 28.1% more likely to own a lower valued home, 4.3% less likely to have a single-family home, 12.7% less likely to have a dog.

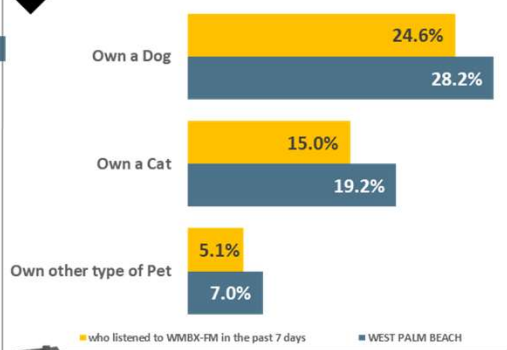
Own/Rent/Other: Adults 18 or older



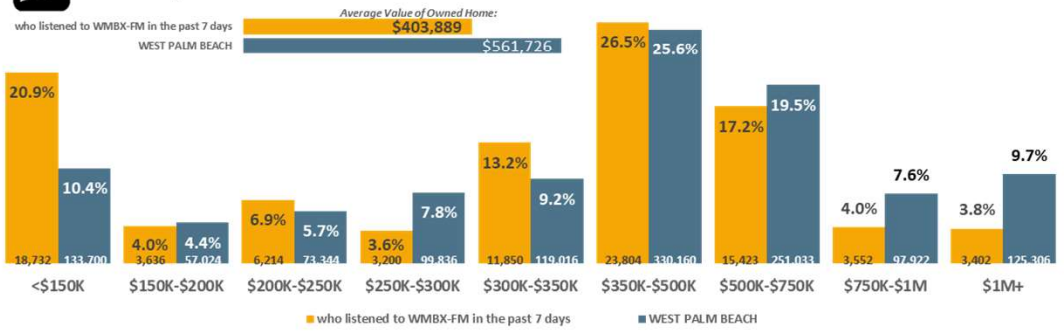
Type of Home: Adults 18 or older



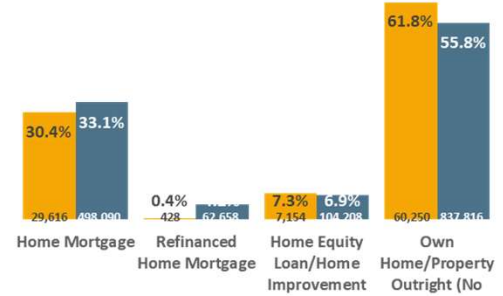
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 167

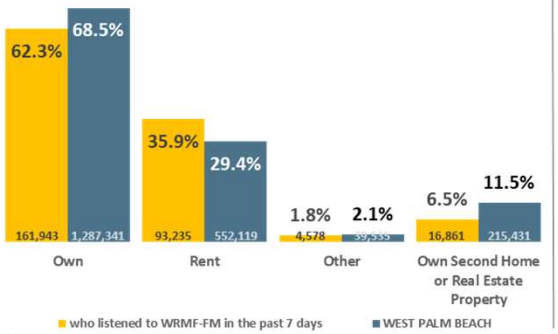
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(Radio Stations: WMBX-FM)

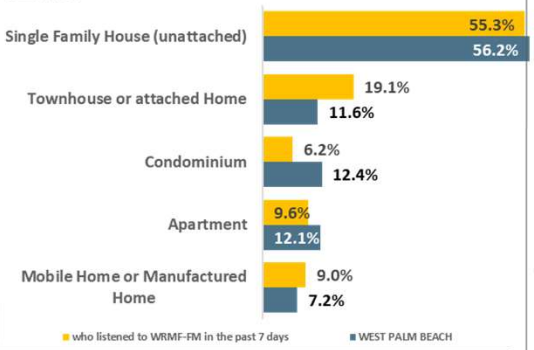
97.9 wrmf
2000's, 10's & today

13.8% or 259,756 of WEST PALM BEACH DMA Adults 18 or older listened to WRMF-FM in the past 7 days. Adults 18 or older who listened to WRMF-FM in the past 7 days are 9.% less likely to own their home, 16.% more likely to own a lower valued home, 1.6% less likely to have a single-family home, 42.% more likely to have a dog.

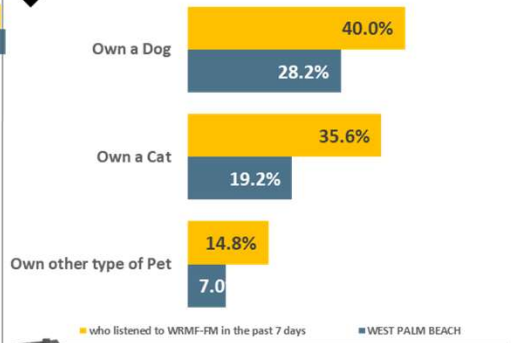
Own/Rent/Other: Adults 18 or older



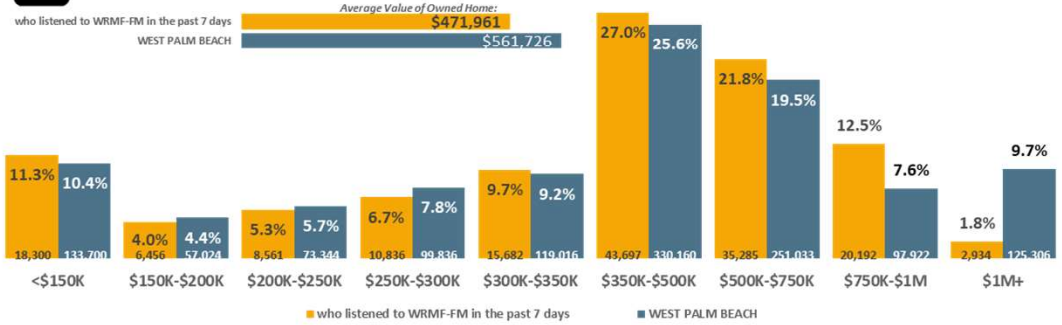
Type of Home: Adults 18 or older



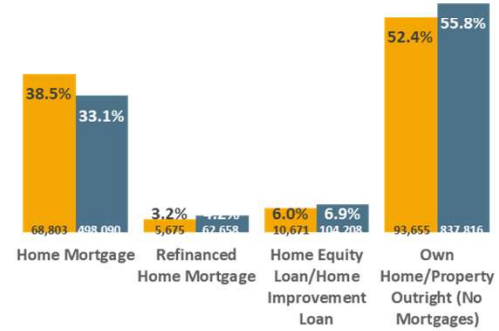
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 268

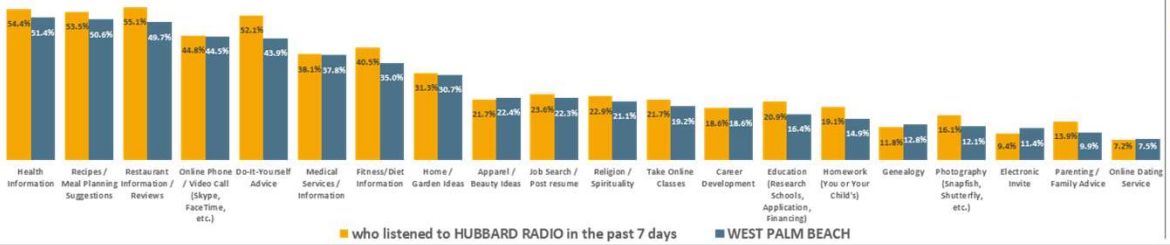
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(Radio Stations: WRMF-FM)

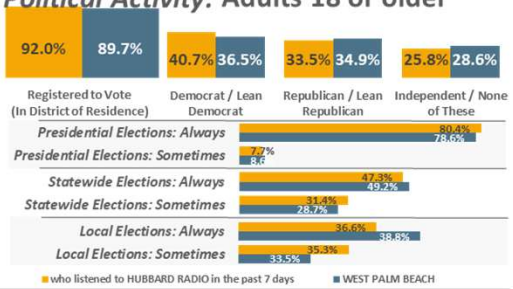
HUBBARD RADIO

37.1% or 696,544 of WEST PALM BEACH DMA Adults 18 or older listened to HUBBARD RADIO in the past 7… Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 18.8% more likely to look up D-I-Y advice online, 5.5% less likely to always vote in local elections, 19.7% less likely to belong to a gym, 2.4% less likely to fly domestic past yr.

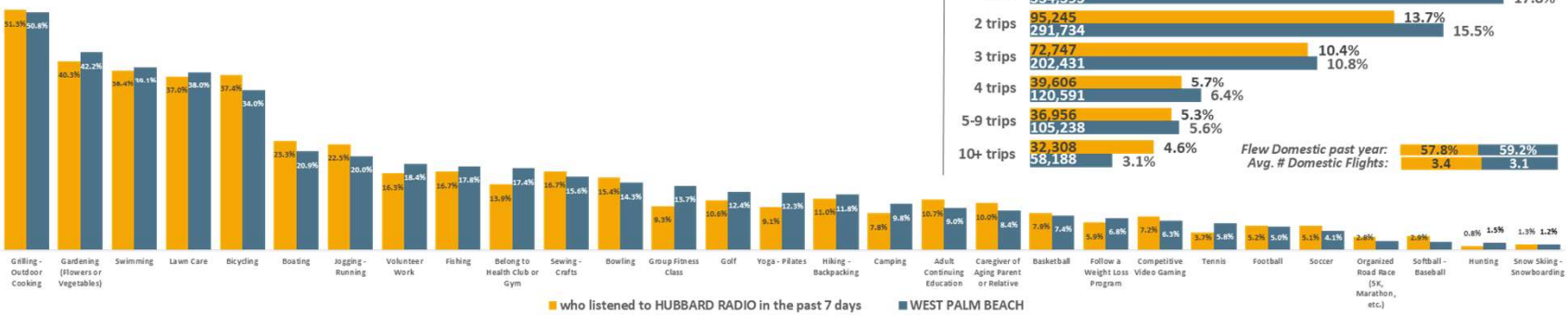
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

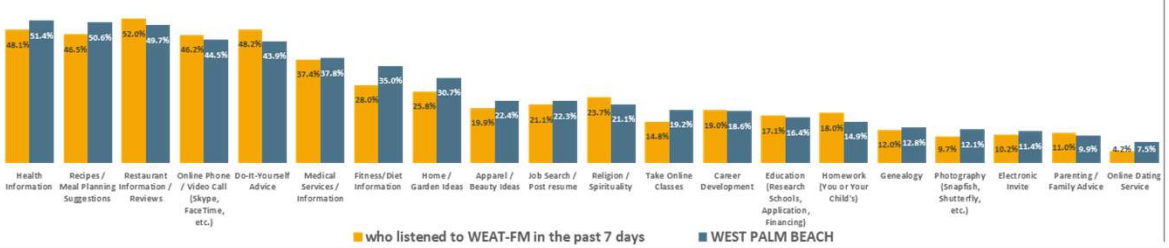
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 799

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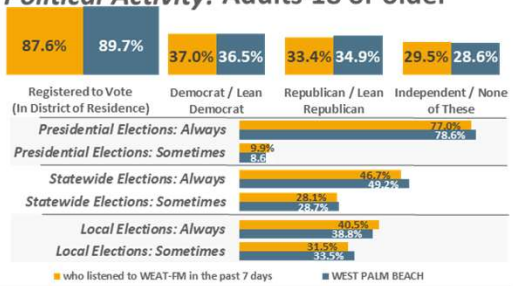
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM)

10.8% or 203,734 of WEST PALM BEACH DMA Adults 18 or older listened to WEAT-FM in the past 7 days. Adults 18 or older who listened to WEAT-FM in the past 7 days are 10.% more likely to look up D-I-Y advice online, 4.4% more likely to always vote in local elections, 47.9% less likely to belong to a gym, 11.8% less likely to fly domestic past yr.

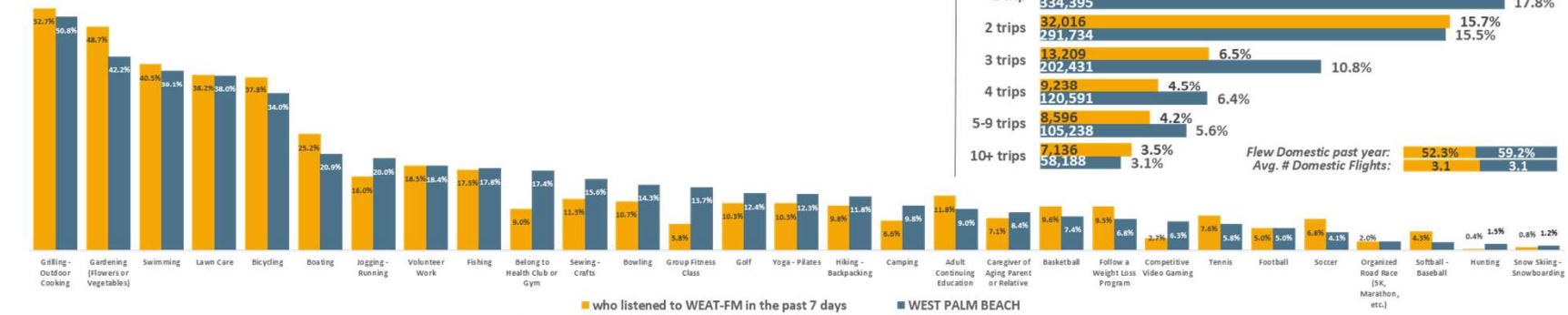
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

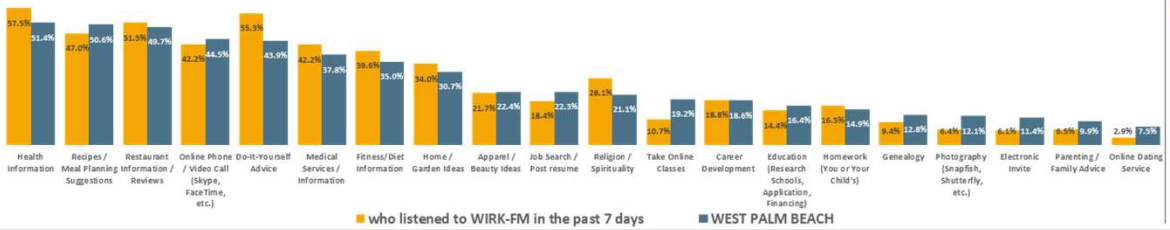
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 263

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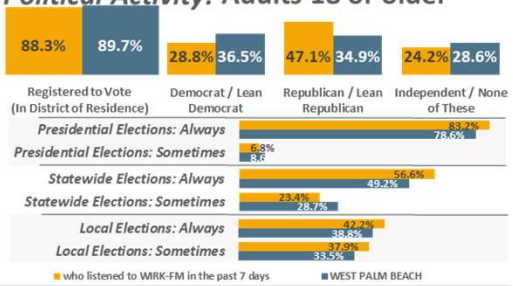
(Radio Stations: WEAT-FM)

8.% or 149,997 of WEST PALM BEACH DMA Adults 18 or older listened to WIRK-FM in the past 7 days. Adults 18 or older who listened to WIRK-FM in the past 7 days are 26.1% more likely to look up D-I-Y advice online, 8.9% more likely to always vote in local elections, 35.4% less likely to belong to a gym, 2.2% more likely to fly domestic past yr.

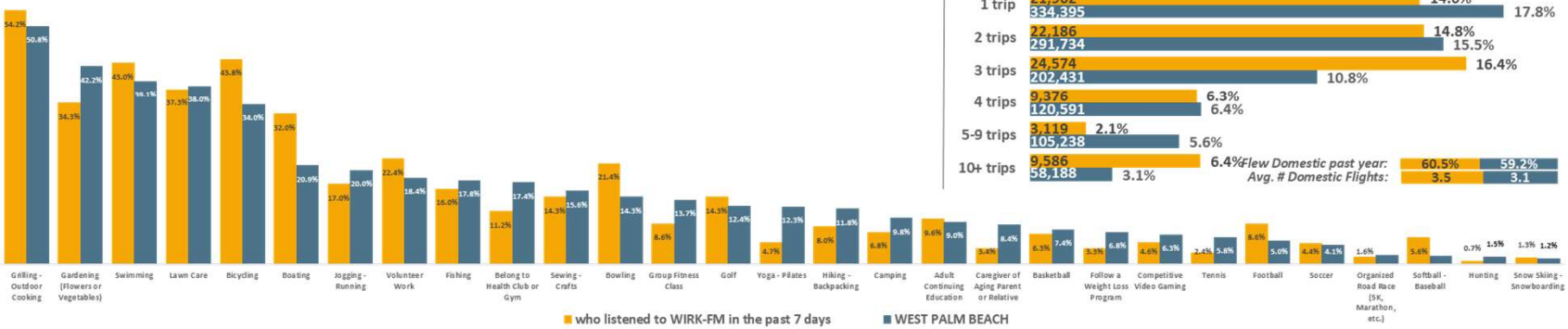
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 197

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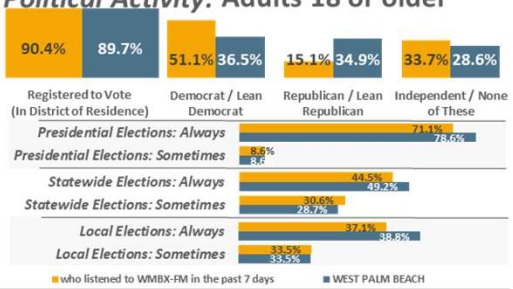
(Radio Stations: WIRK-FM)

8.9% or 167,860 of WEST PALM BEACH DMA Adults 18 or older listened to WMBX-FM in the past 7 days. Adults 18 or older who listened to WMBX-FM in the past 7 days are 21.6% more likely to look up D-I-Y advice online, 4.2% less likely to always vote in local elections, 10.3% less likely to belong to a gym, 16.9% less likely to fly domestic past yr.

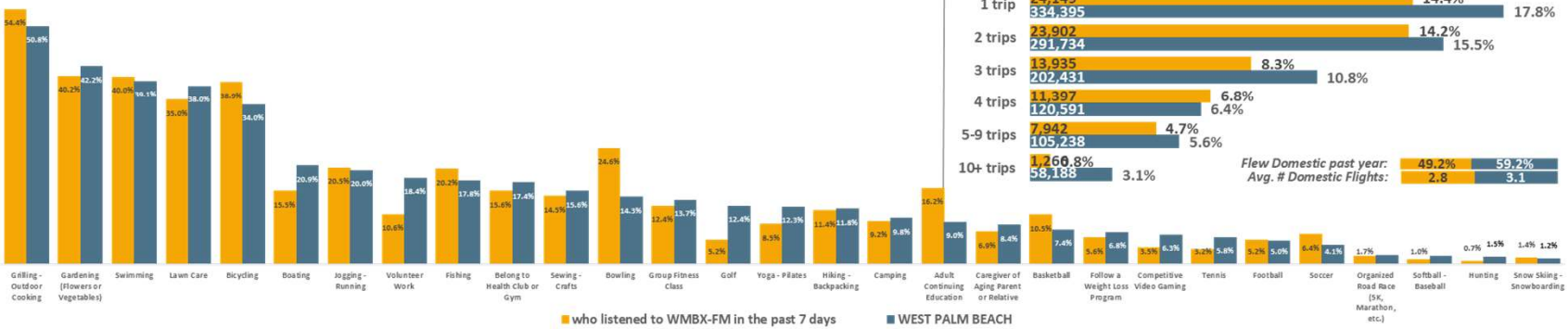
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 167

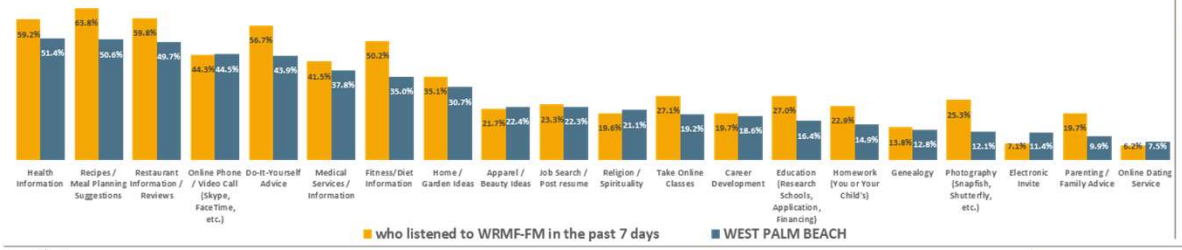
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(Radio Stations: WMBX-FM)

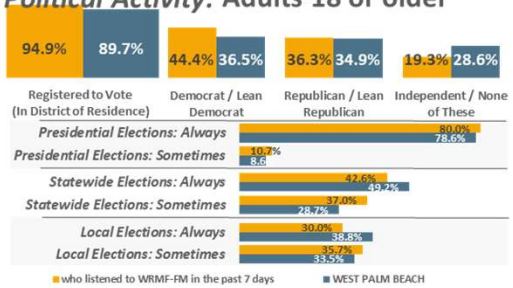
97.9 wrmf
2000's, 10's & today

13.8% or 259,756 of WEST PALM BEACH DMA Adults 18 or older listened to WRMF-FM in the past 7 days. Adults 18 or older who listened to WRMF-FM in the past 7 days are 29.3% more likely to look up D-I-Y advice online, 22.7% less likely to always vote in local elections, 6.8% less likely to belong to a gym, 11.% more likely to fly domestic past yr.

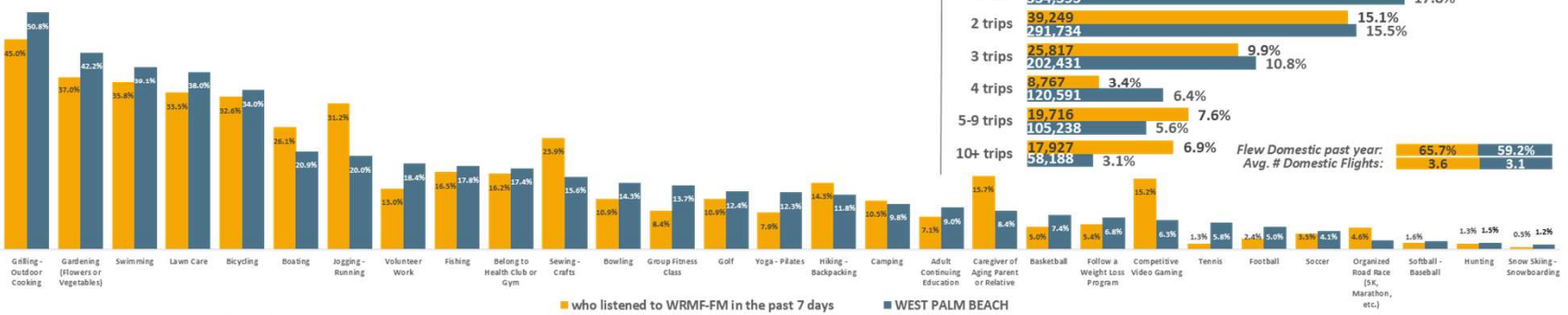
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WEST PALM BEACH DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 268

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(Radio Stations: WRMF-FM)

HUBBARD RADIO

37.1% or 696,544 of WEST PALM BEACH DMA Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are .6% more likely to use QSRs past mo., .% more likely to use Sit-Down Restaurants past mo., 5.4% more likely to use Casinos past yr., 10.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



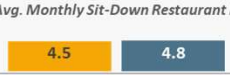
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

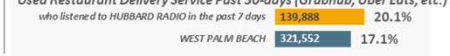


Top-10 Cuisines: Adults 18 or older

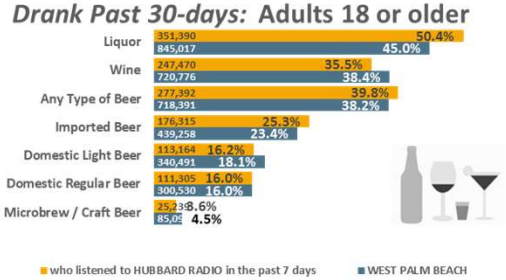
(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 799

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

10.8% or 203,734 of WEST PALM BEACH DMA Adults 18 or older listened to WEAT-FM in the past 7 days. Adults 18 or older who listened to WEAT-FM in the past 7 days are 3.1% more likely to use QSRs past mo., 2.4% less likely to use Sit-Down Restaurants past mo., 5.5% more likely to use Casinos past yr., 56.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



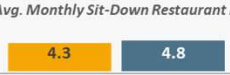
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

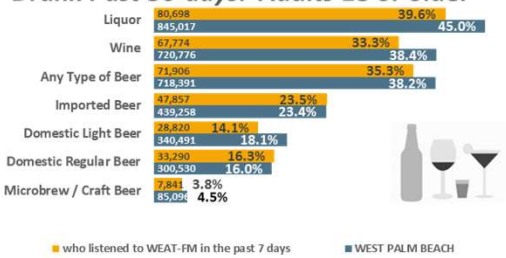
(Sit-Down Restaurants Used Past 30-days)



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

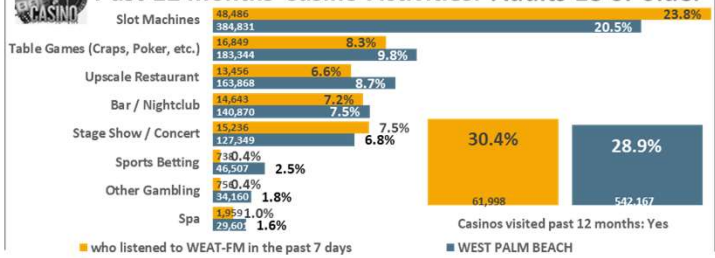


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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(Radio Stations: WEAT-FM)

8.% or 149,997 of WEST PALM BEACH DMA Adults 18 or older listened to WIRK-FM in the past 7 days. Adults 18 or older who listened to WIRK-FM in the past 7 days are 8.5% less likely to use QSRs past mo., 2.1% more likely to use Sit-Down Restaurants past mo., 43.% more likely to use Casinos past yr., 29.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



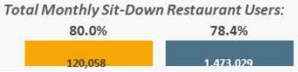
Avg. Monthly QSR Meals:



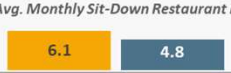
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

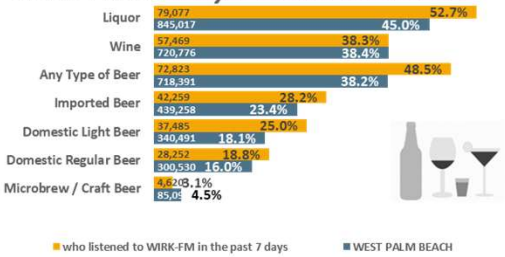
(Sit-Down Restaurants Used Past 30-days)



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

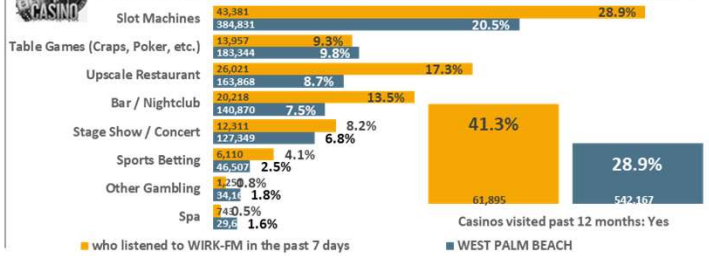


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 197

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(Radio Stations: WIRK-FM)

8.9% or 167,860 of WEST PALM BEACH DMA Adults 18 or older listened to WMBX-FM in the past 7 days. Adults 18 or older who listened to WMBX-FM in the past 7 days are 5.2% more likely to use QSRs past mo., 14.6% less likely to use Sit-Down Restaurants past mo., 10.8% more likely to use Casinos past yr., 2.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

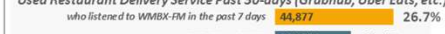


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

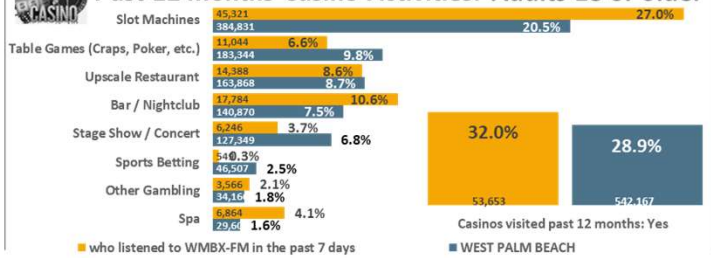


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

13.8% or 259,756 of WEST PALM BEACH DMA Adults 18 or older listened to WRMF-FM in the past 7 days. Adults 18 or older who listened to WRMF-FM in the past 7 days are 3.5% more likely to use QSRs past mo., 5.9% more likely to use Sit-Down Restaurants past mo., 5.1% less likely to use Casinos past yr., 24.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



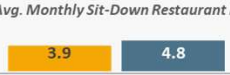
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

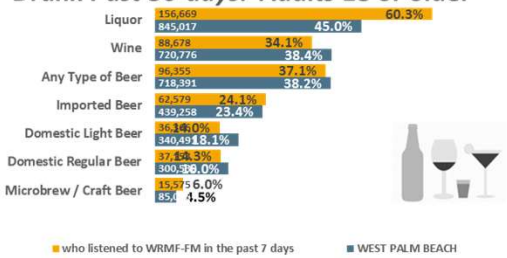
(Sit-Down Restaurants Used Past 30-days)



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

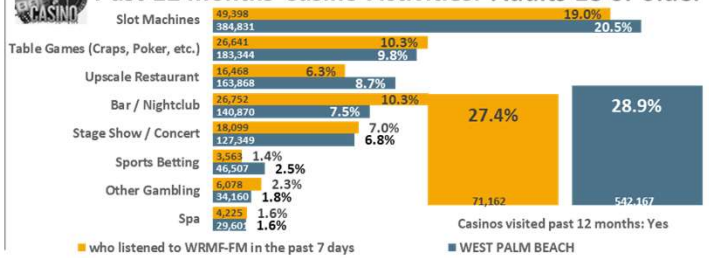


Drank Past 30-days: Adults 18 or older

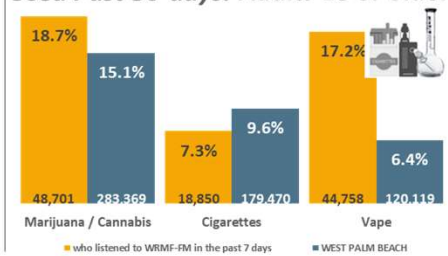


Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 268

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(Radio Stations: WRMF-FM)

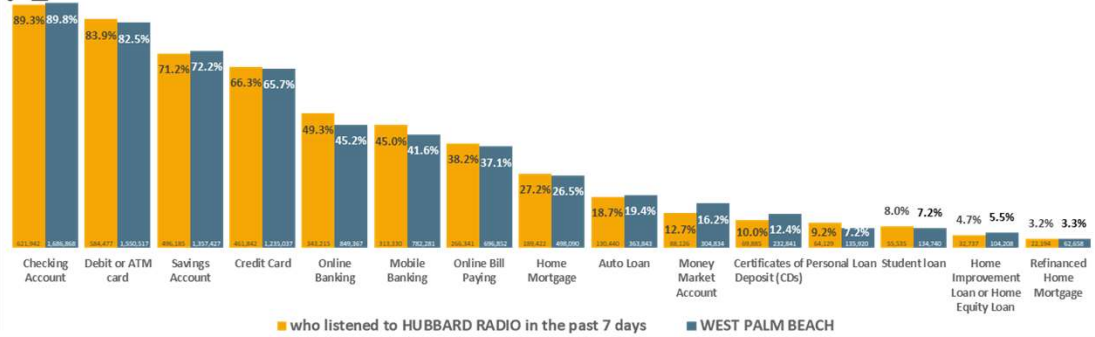
HUBBARD RADIO

37.1% or 696,544 of WEST PALM BEACH DMA Adults 18 or older listened to HUBBARD RADIO in the past 7 days. Adults 18 or older who listened to HUBBARD RADIO in the past 7 days are 10.3% more likely to have a 401K, 3.3% less likely to have an Auto Loan, 3.1% more likely to Invest/Trade Stocks Online, 9.9% more likely to pay with their Debit Card.

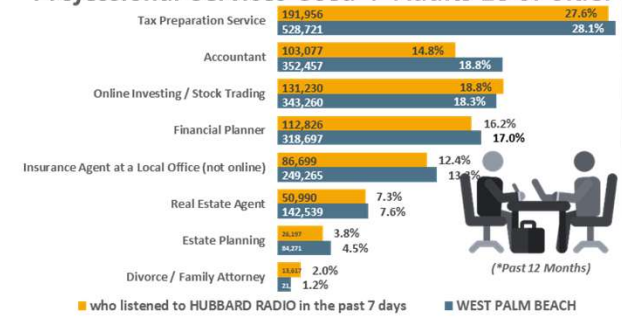
Investments Owned: Adults 18 or older



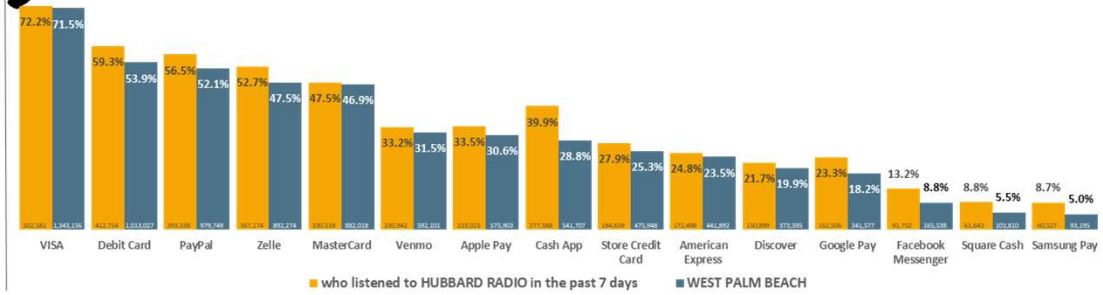
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 799

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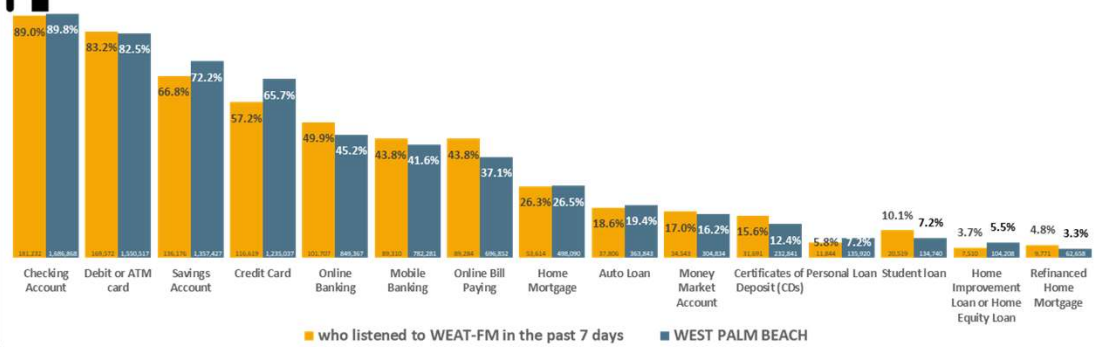
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM)

10.8% or 203,734 of WEST PALM BEACH DMA Adults 18 or older listened to WEAT-FM in the past 7 days. Adults 18 or older who listened to WEAT-FM in the past 7 days are .3% more likely to have a 401K, 4.2% less likely to have an Auto Loan, 14.8% less likely to Invest/Trade Stocks Online, 13.6% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



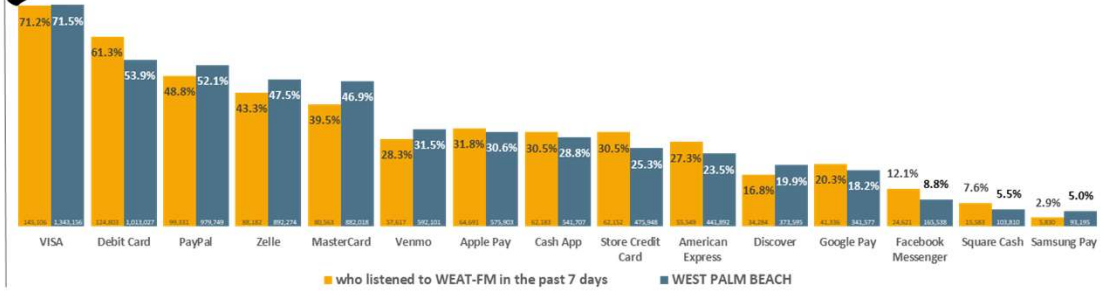
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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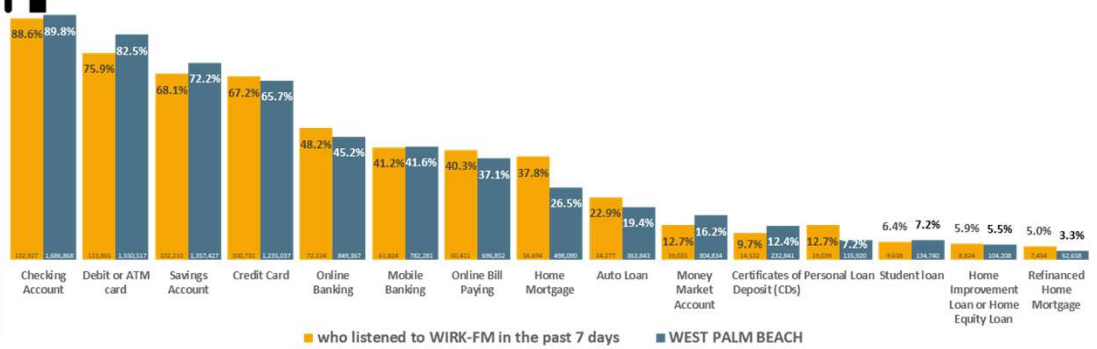
(Radio Stations: WEAT-FM)

8.% or 149,997 of WEST PALM BEACH DMA Adults 18 or older listened to WIRK-FM in the past 7 days. Adults 18 or older who listened to WIRK-FM in the past 7 days are 38.% more likely to have a 401K, 18.% more likely to have an Auto Loan, 16.3% more likely to Invest/Trade Stocks Online, 4.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



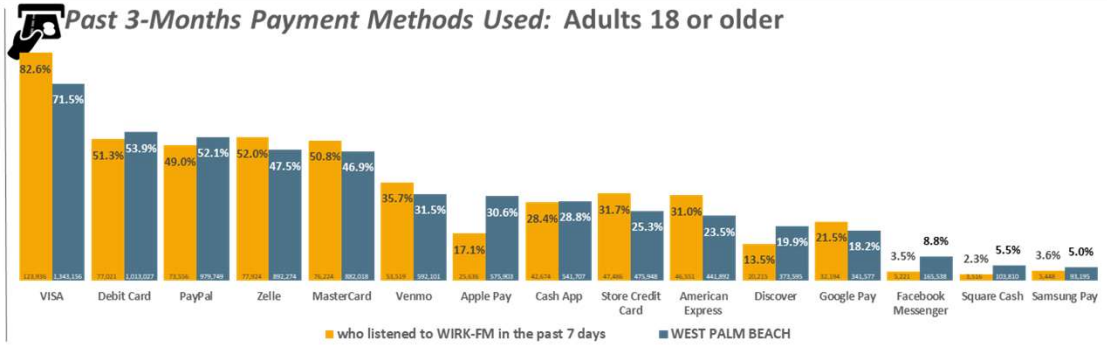
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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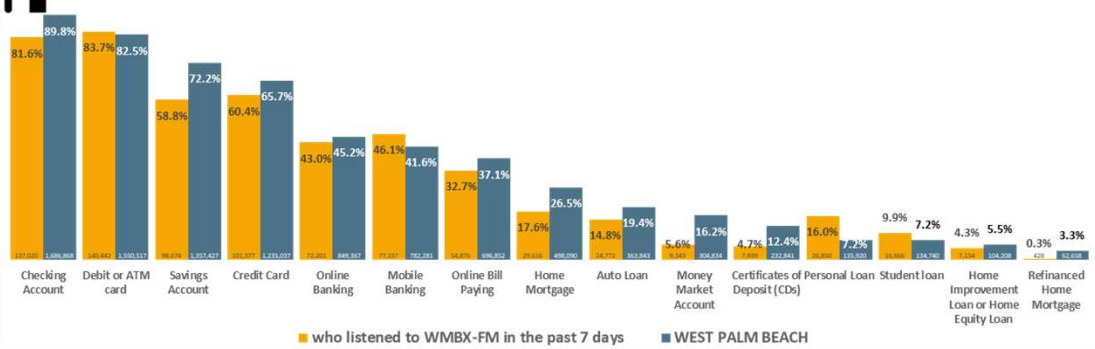
(Radio Stations: WIRK-FM)

8.9% or 167,860 of WEST PALM BEACH DMA Adults 18 or older listened to WMBX-FM in the past 7 days. Adults 18 or older who listened to WMBX-FM in the past 7 days are 11.3% more likely to have a 401K, 23.8% less likely to have an Auto Loan, 23.2% more likely to Invest/Trade Stocks Online, 11.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



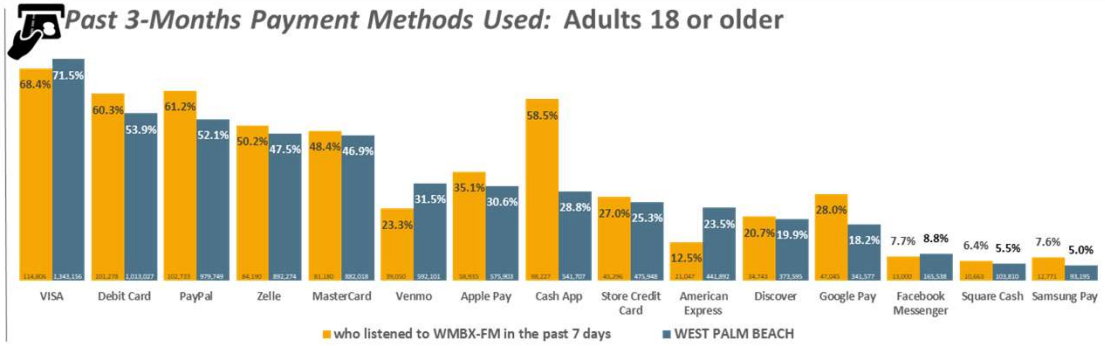
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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(Radio Stations: WMBX-FM)

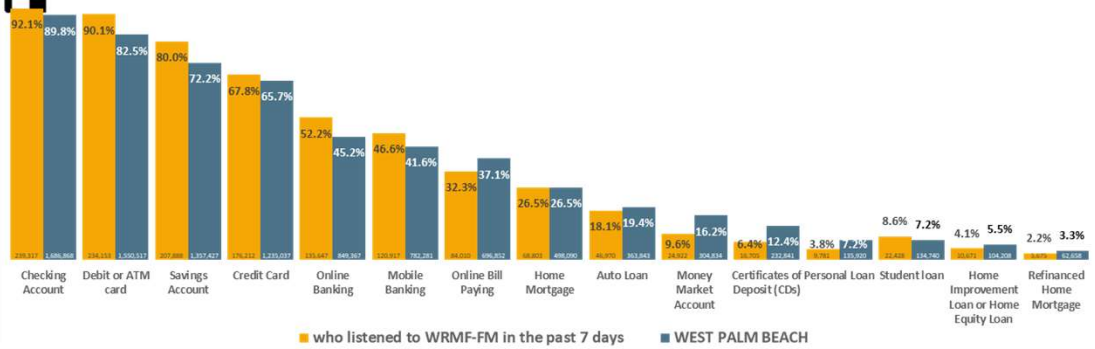
97.9 wrmf
2000's, 10's & today

13.8% or 259,756 of WEST PALM BEACH DMA Adults 18 or older listened to WRMF-FM in the past 7 days. Adults 18 or older who listened to WRMF-FM in the past 7 days are 3.6% more likely to have a 401K, 6.6% less likely to have an Auto Loan, 13.1% less likely to Invest/Trade Stocks Online, 21.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



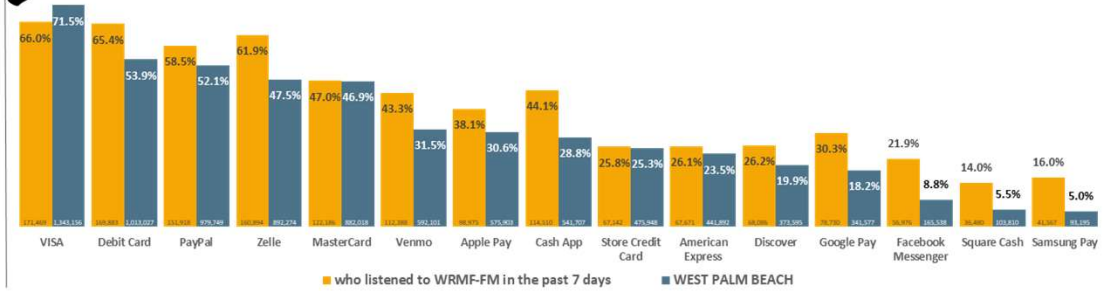
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 268

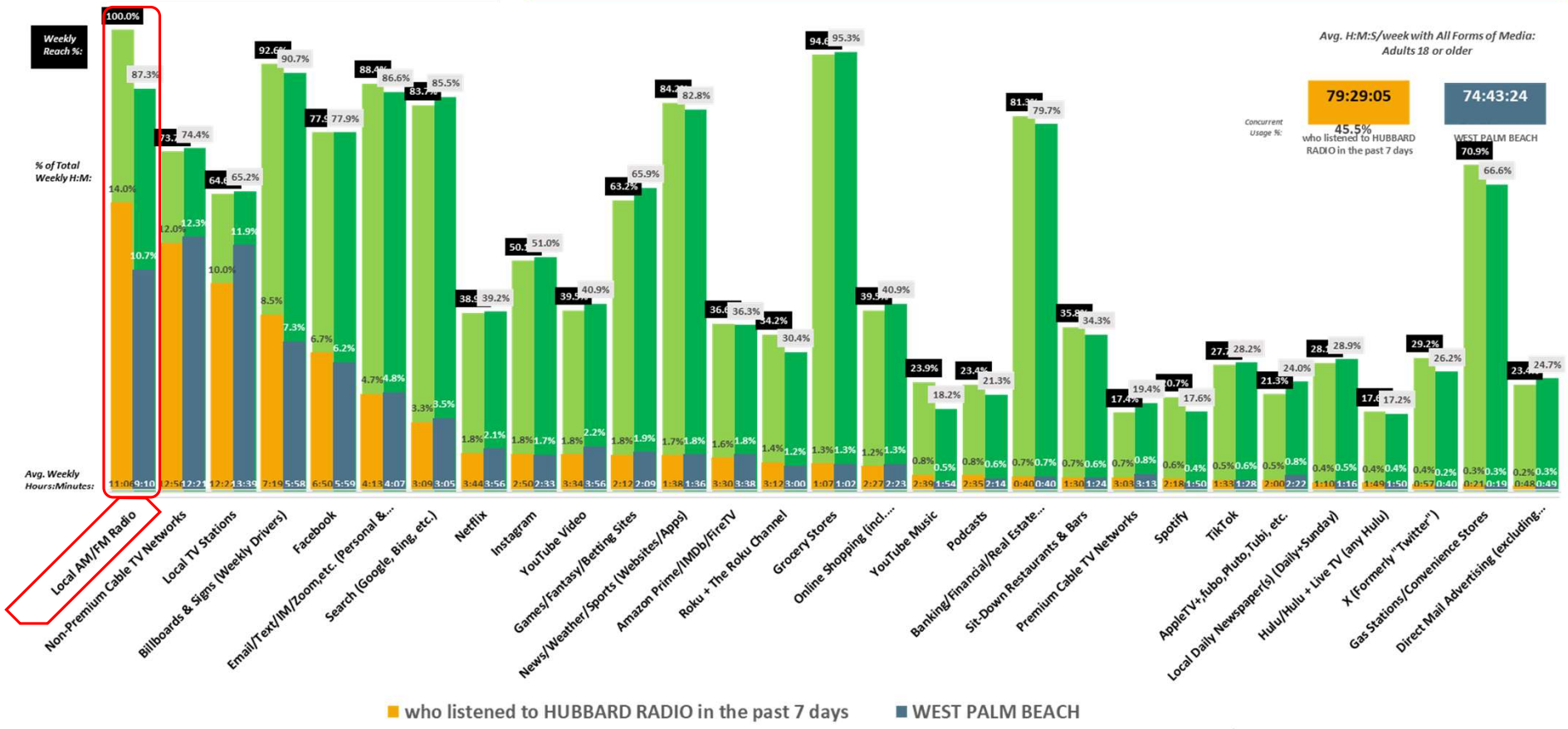
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(Radio Stations: WRMF-FM)

HUBBARD RADIO

Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 3 days, 7 hours, 29 minutes and 5 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an avg. of 11 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 14.% of total time spent with all forms of Media.



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 799 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

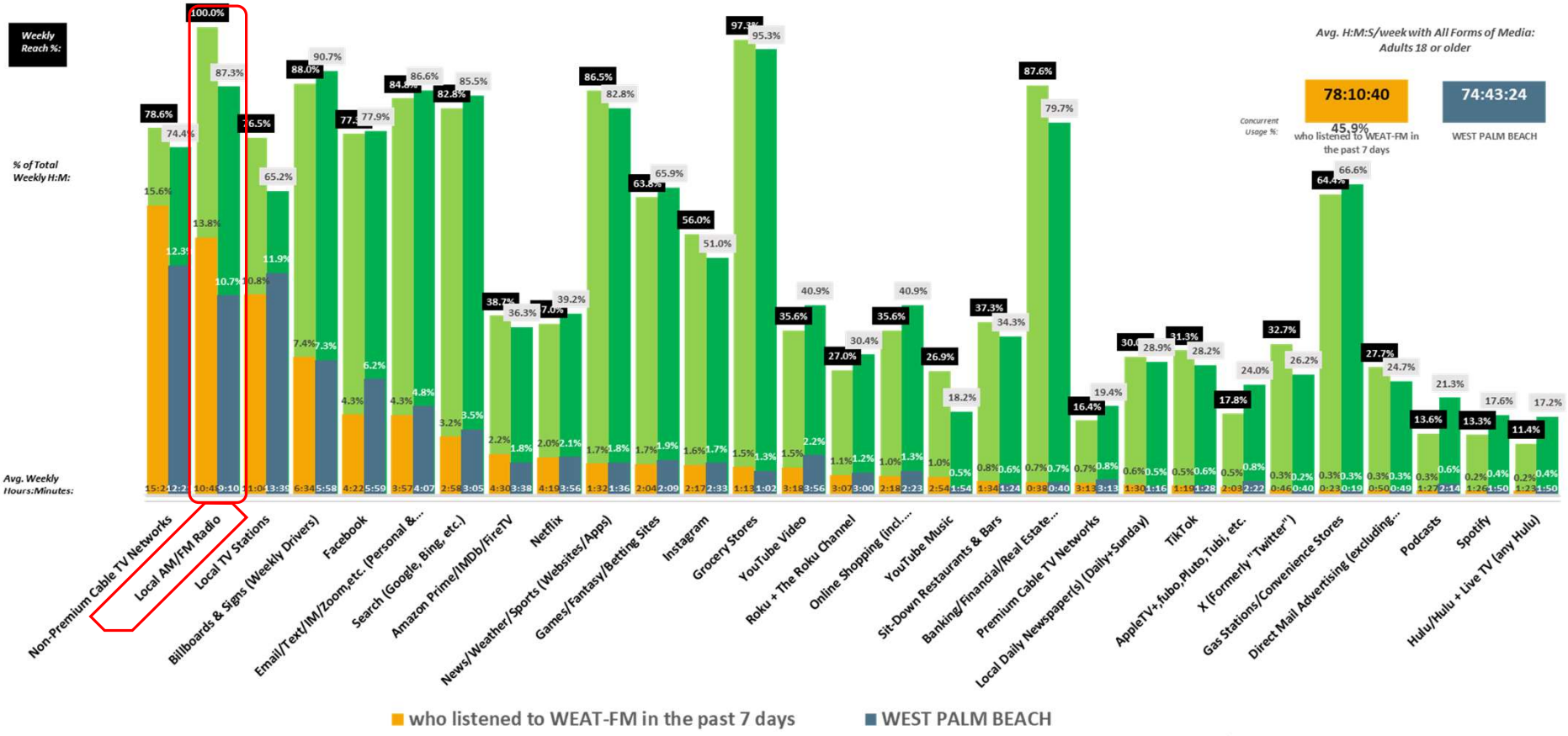
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(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM)

Adults 18 or older who listened to WEAT-FM in the past 7 days spend an average of 3 days, 6 hours, 10 minutes and 40 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to WEAT-FM in the past 7 days spend an avg. of 10 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 13.8% of total time spent with all forms of Media.

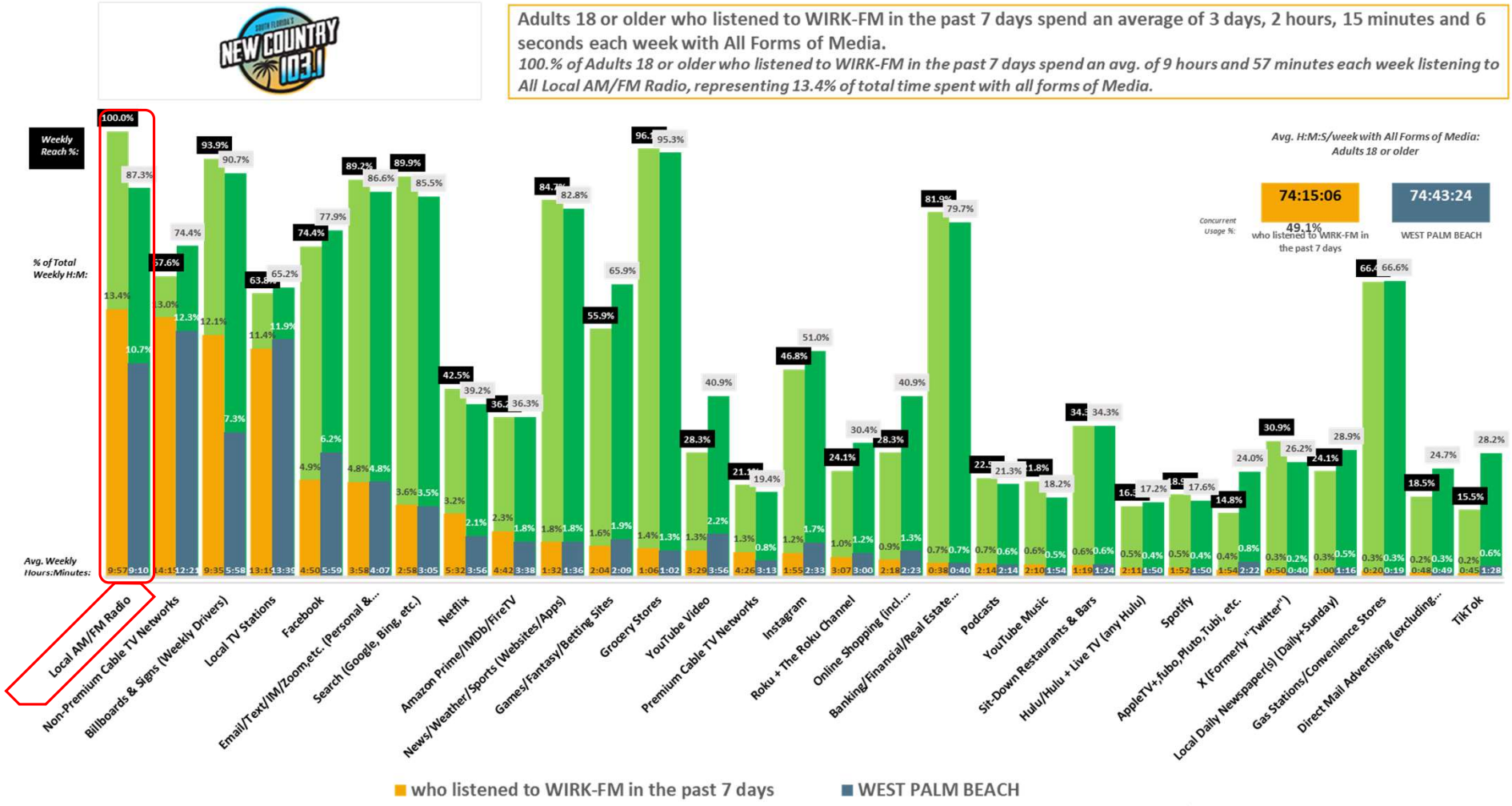


WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 263 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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(Radio Stations: WEAT-FM)



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 197 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

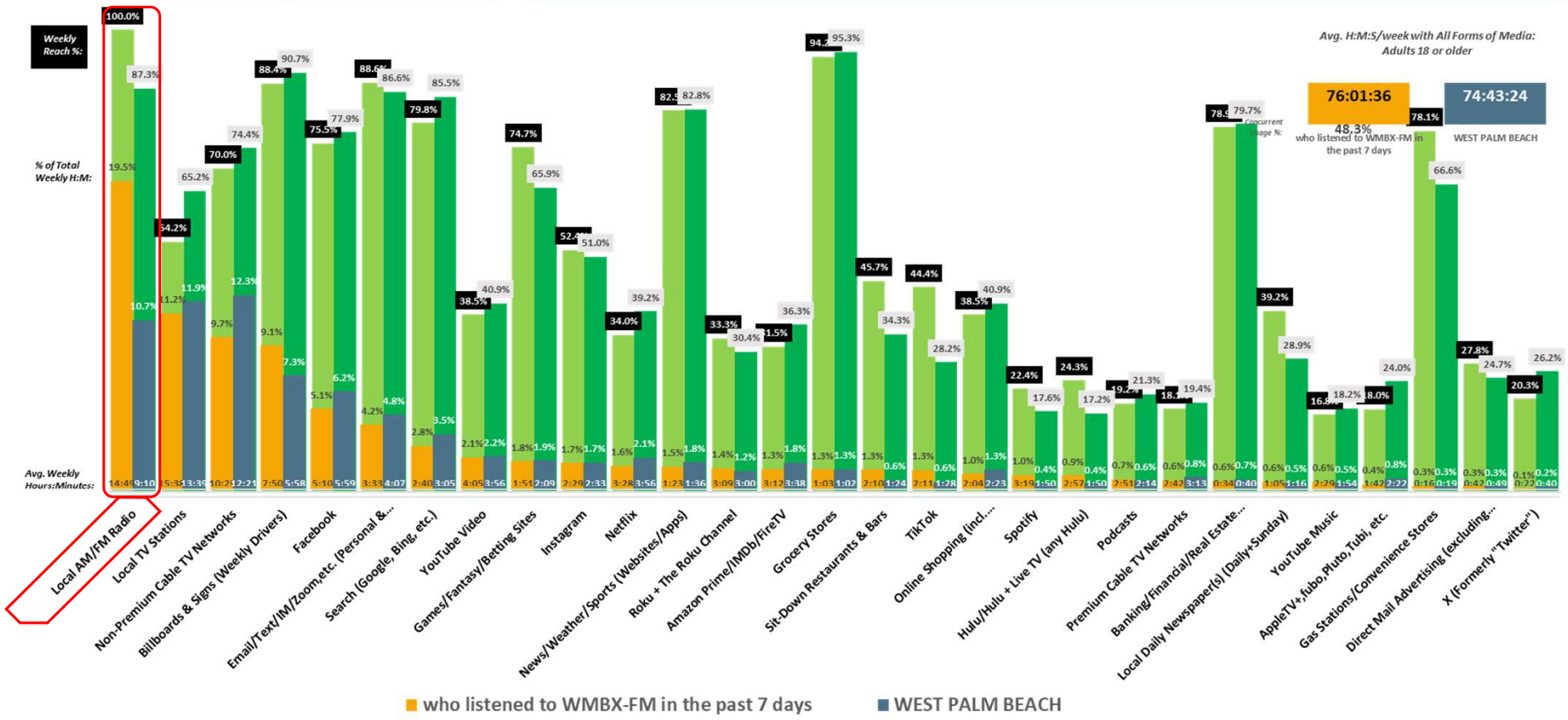
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(Radio Stations: WIRK-FM)

Adults 18 or older who listened to WMBX-FM in the past 7 days spend an average of 3 days, 4 hours, 1 minutes and 36 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to WMBX-FM in the past 7 days spend an avg. of 14 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 19.5% of total time spent with all forms of Media.



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 167 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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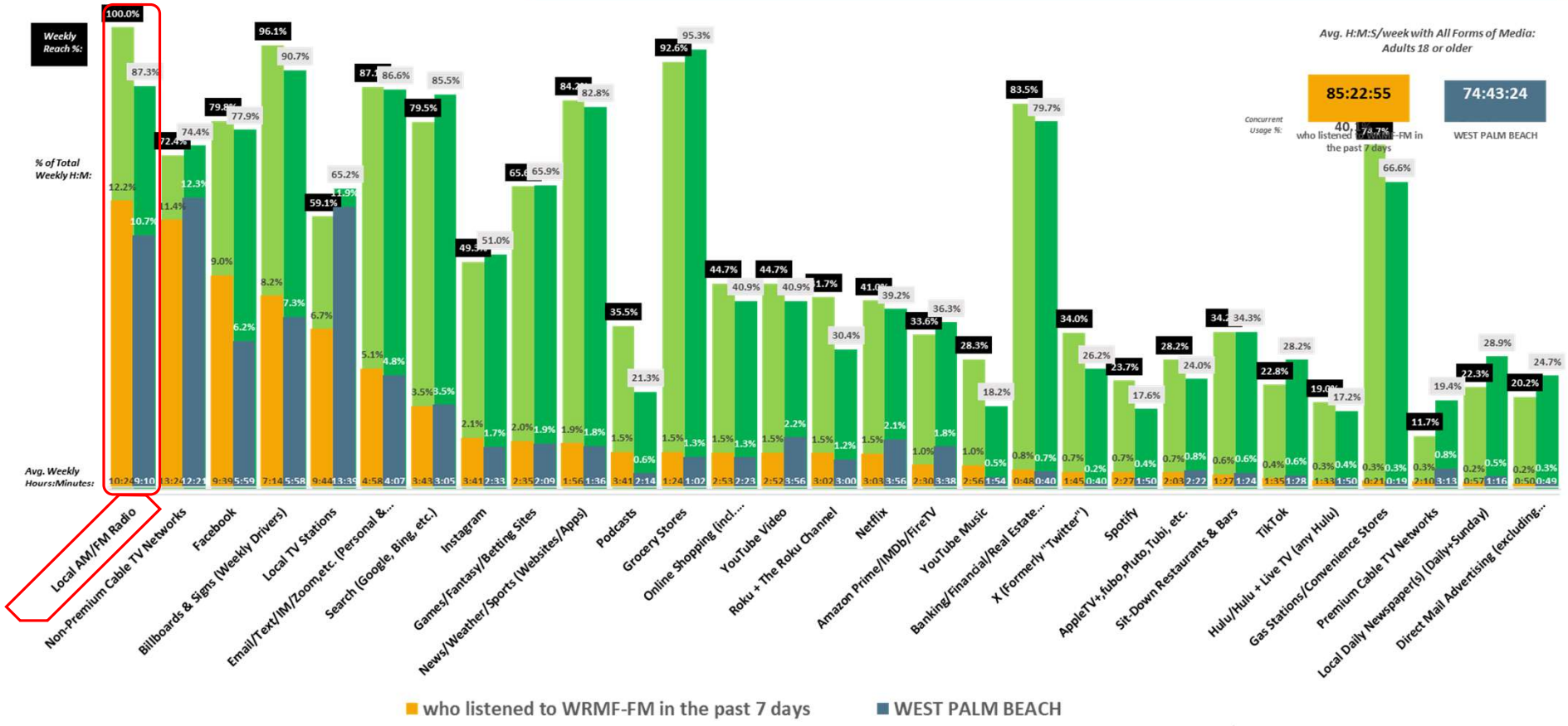
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(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

Adults 18 or older who listened to WRMF-FM in the past 7 days spend an average of 3 days, 13 hours, 22 minutes and 55 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to WRMF-FM in the past 7 days spend an avg. of 10 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 12.2% of total time spent with all forms of Media.



WEST PALM BEACH DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 268 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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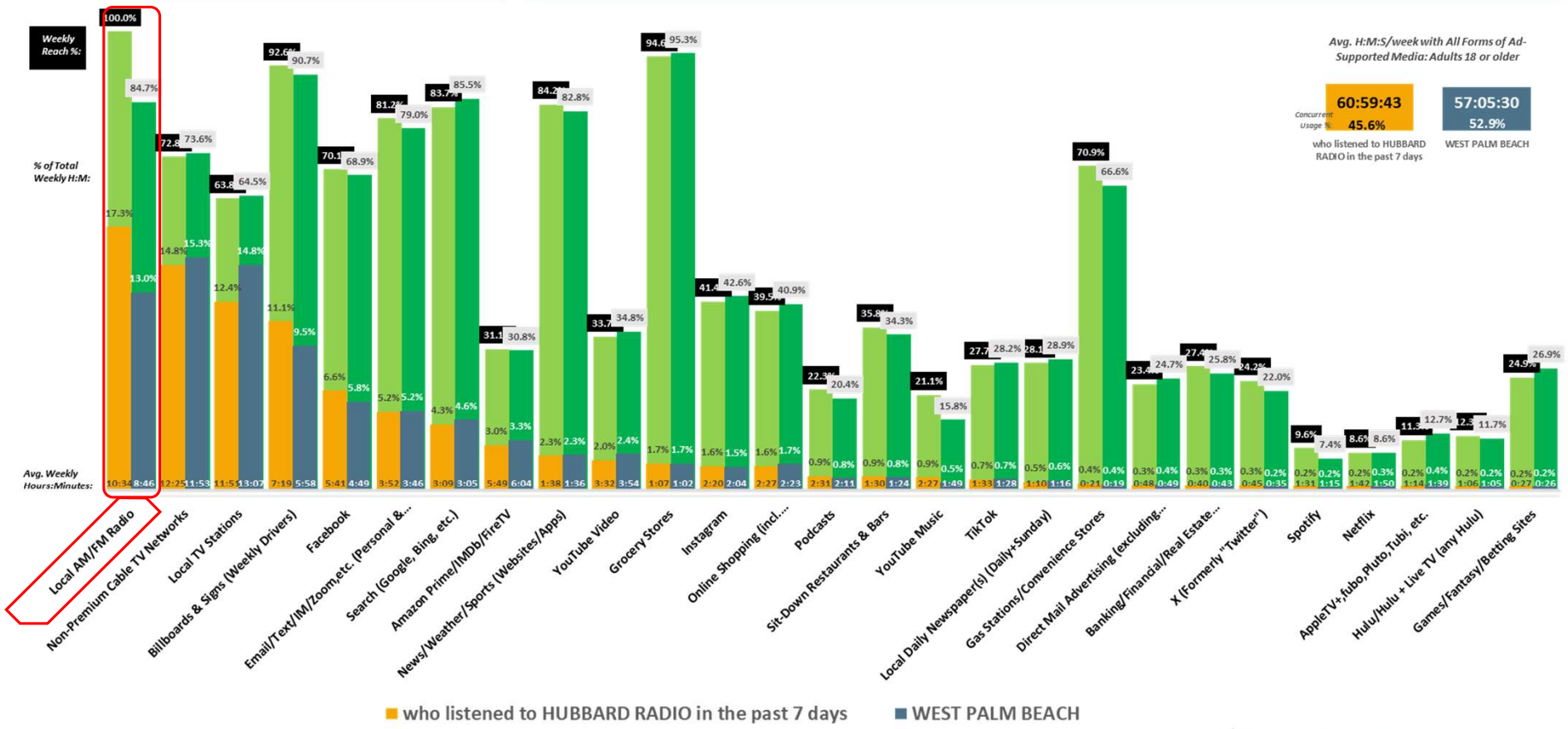
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(Radio Stations: WRMF-FM)

HUBBARD RADIO

Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 2 days, 12 hours, 59 minutes and 43 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an avg. of 10 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.3% of total time spent with all forms of Ad-Supported Media.

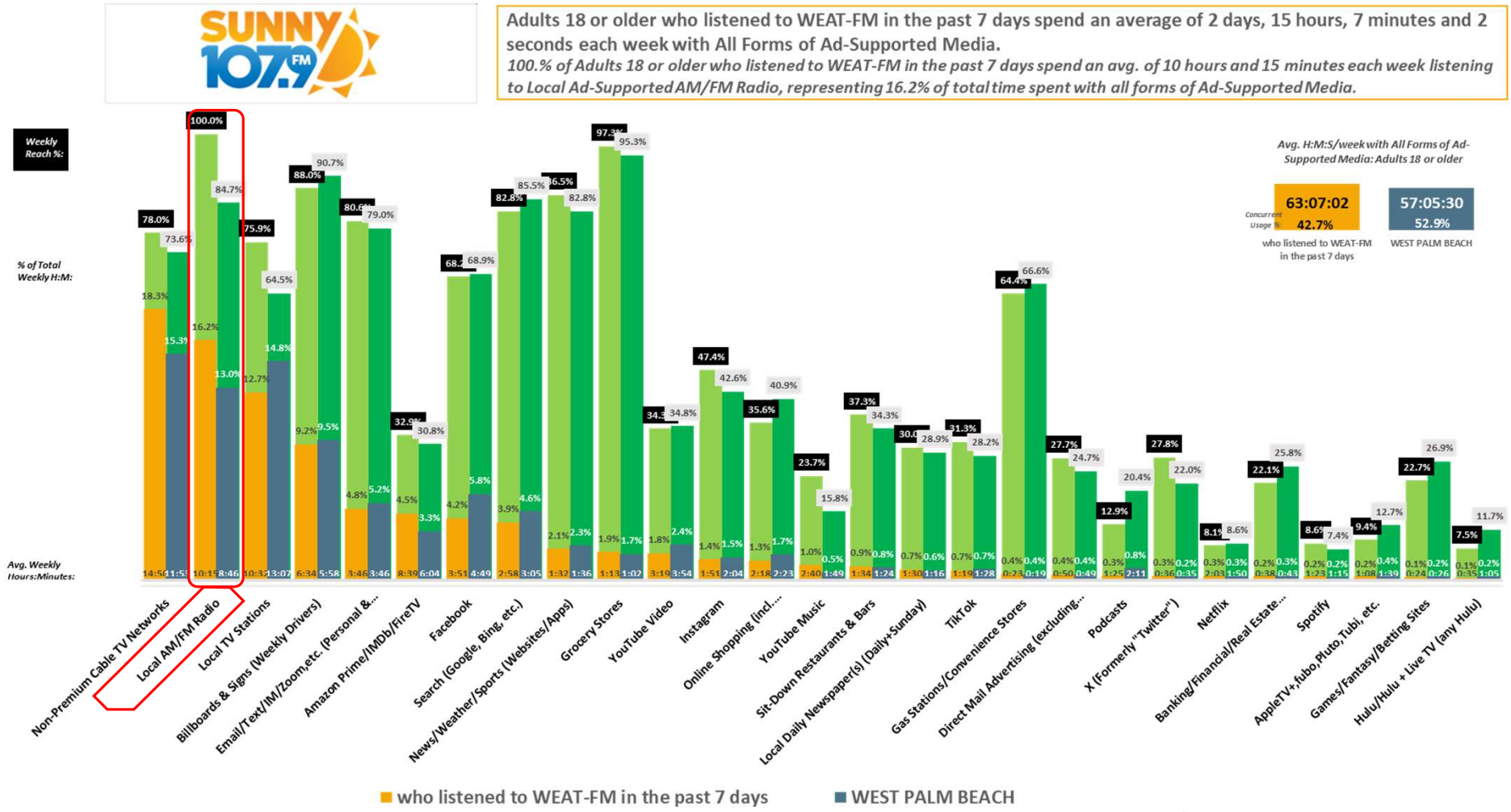


WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 799 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 263 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

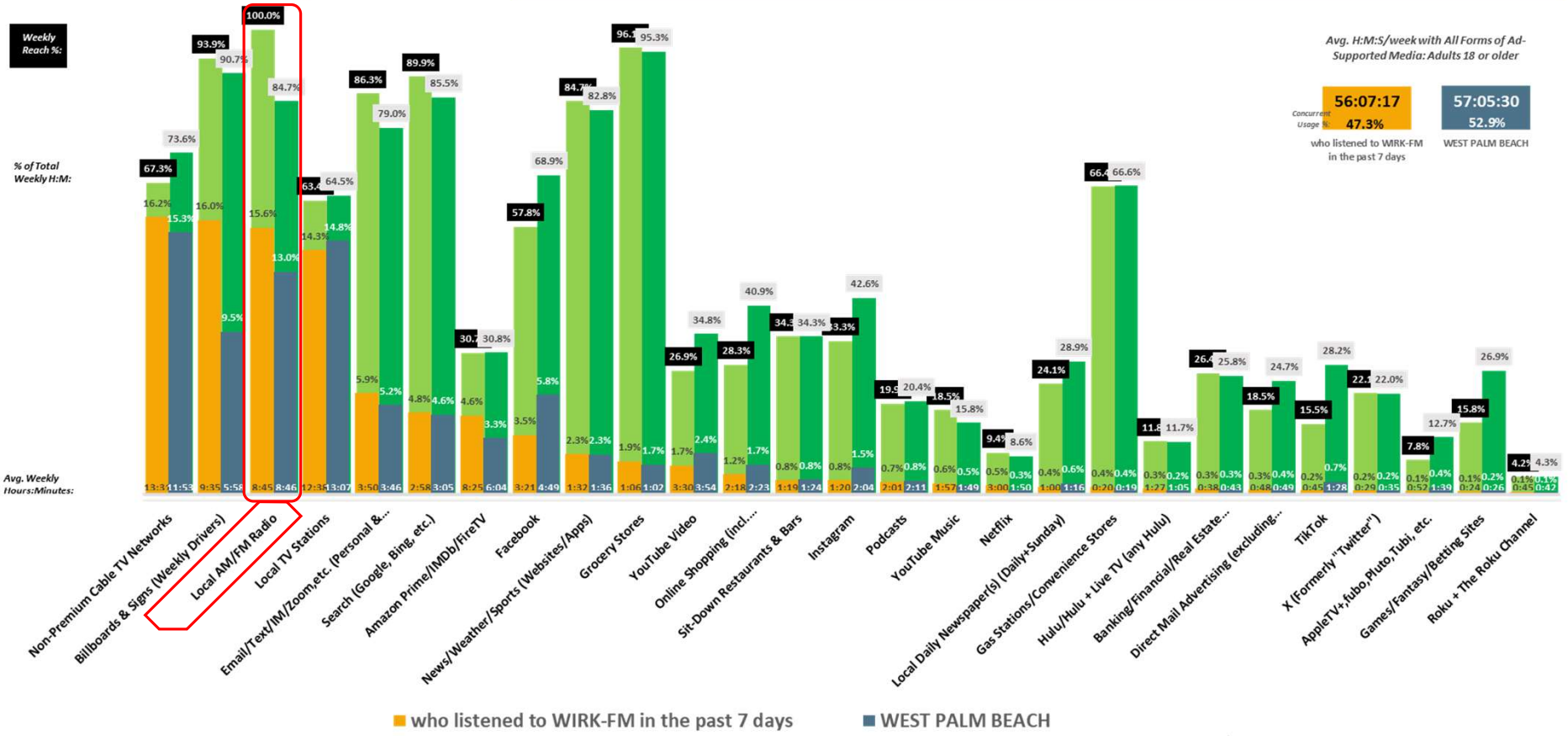
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(Radio Stations: WEAT-FM)

Adults 18 or older who listened to WIRK-FM in the past 7 days spend an average of 2 days, 8 hours, 7 minutes and 17 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to WIRK-FM in the past 7 days spend an avg. of 8 hours and 45 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.6% of total time spent with all forms of Ad-Supported Media.



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 197 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

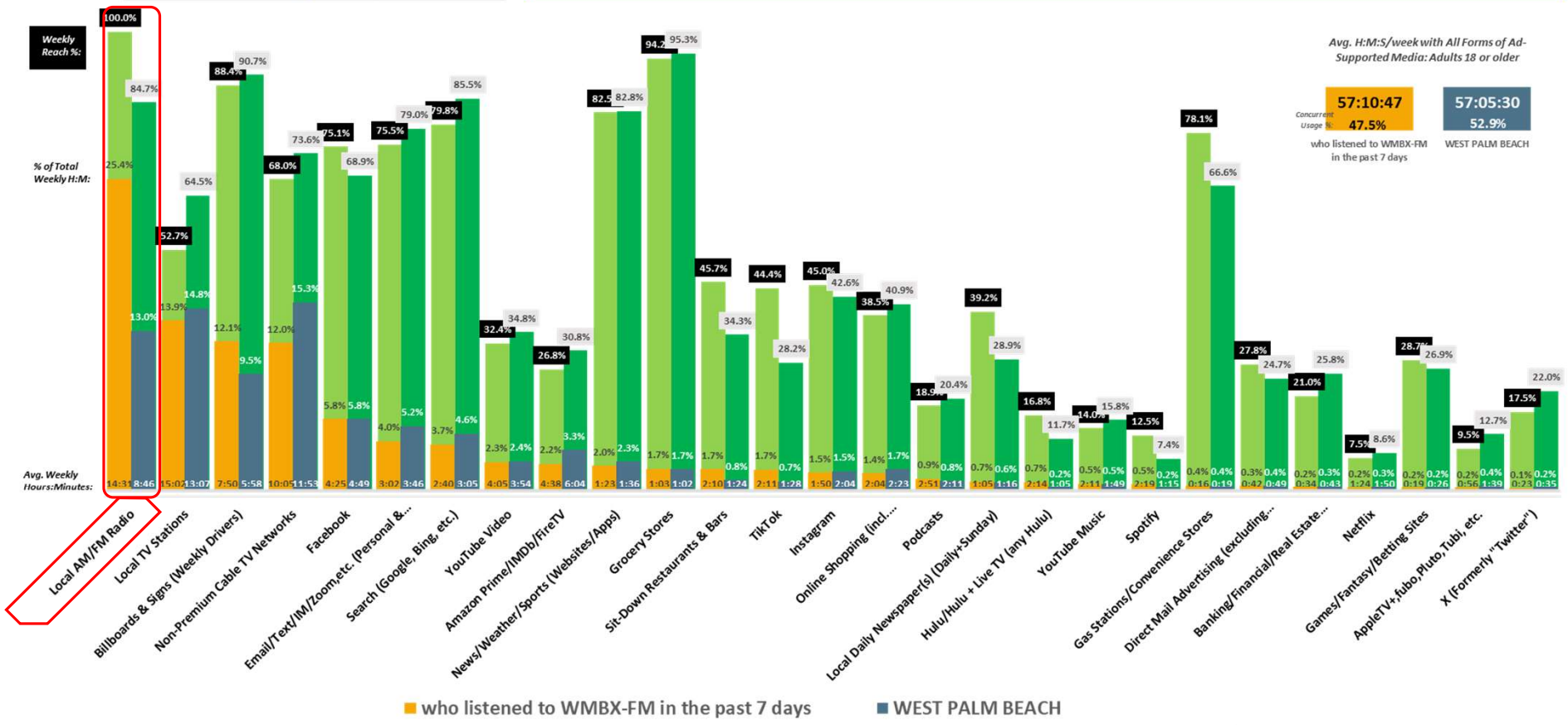
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(Radio Stations: WIRK-FM)

Adults 18 or older who listened to WMBX-FM in the past 7 days spend an average of 2 days, 9 hours, 10 minutes and 47 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to WMBX-FM in the past 7 days spend an avg. of 14 hours and 31 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 25.4% of total time spent with all forms of Ad-Supported Media.



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 167 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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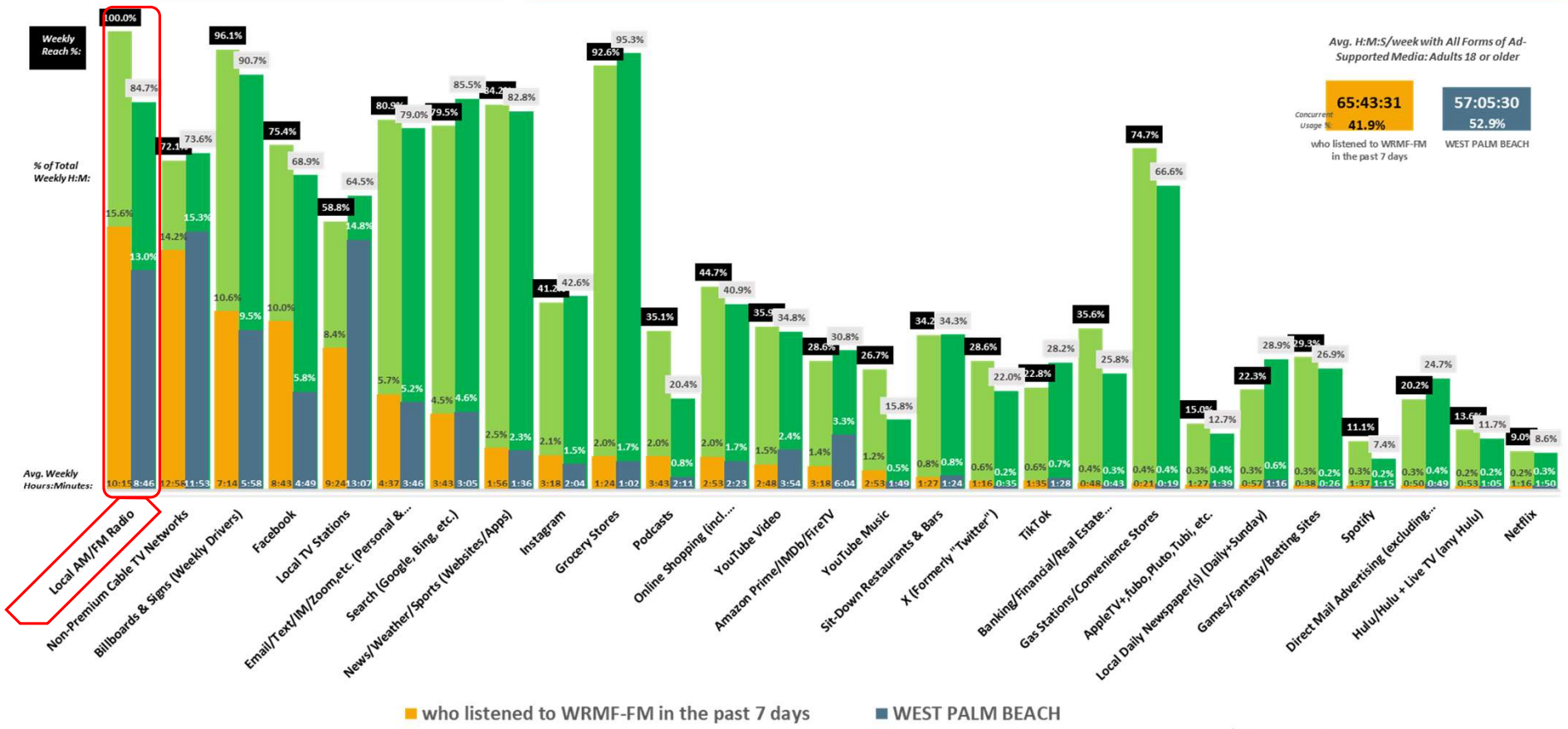
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(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

Adults 18 or older who listened to WRMF-FM in the past 7 days spend an average of 2 days, 17 hours, 43 minutes and 31 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to WRMF-FM in the past 7 days spend an avg. of 10 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.6% of total time spent with all forms of Ad-Supported Media.



WEST PALM BEACH DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 268 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

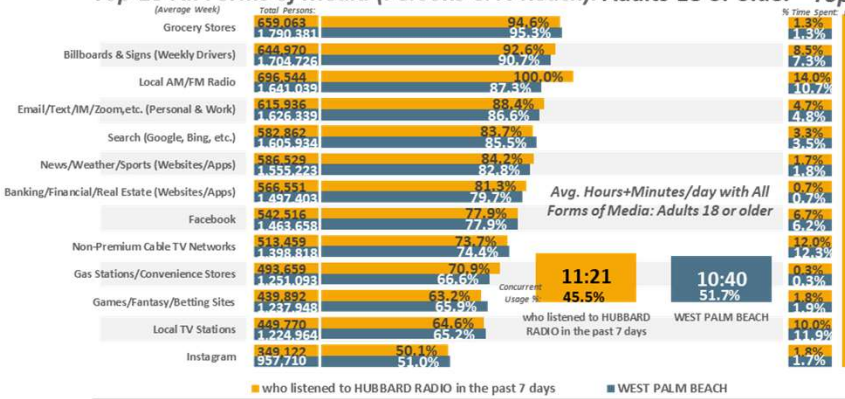
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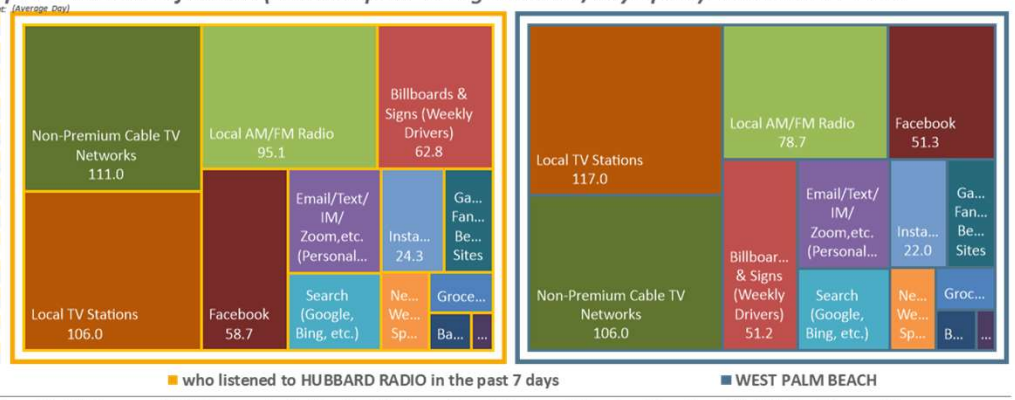
(Radio Stations: WRMF-FM)

Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 8 hours and 42 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 90.6 minutes/day. *(Local Radio delivers 17.3% of Time with Ad-Supported Media.)*

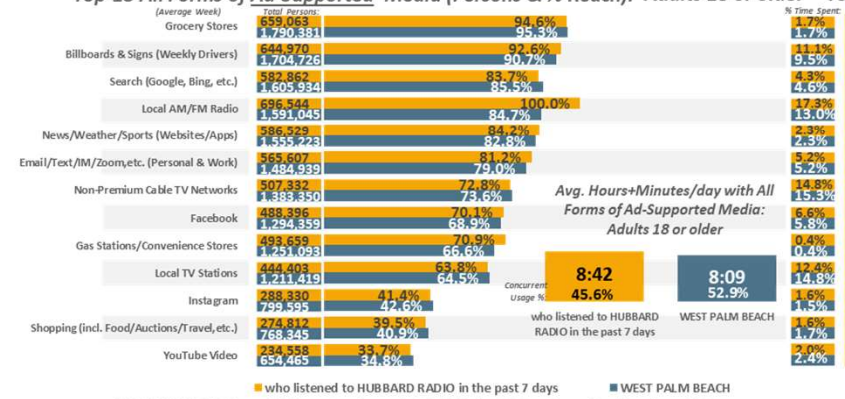
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



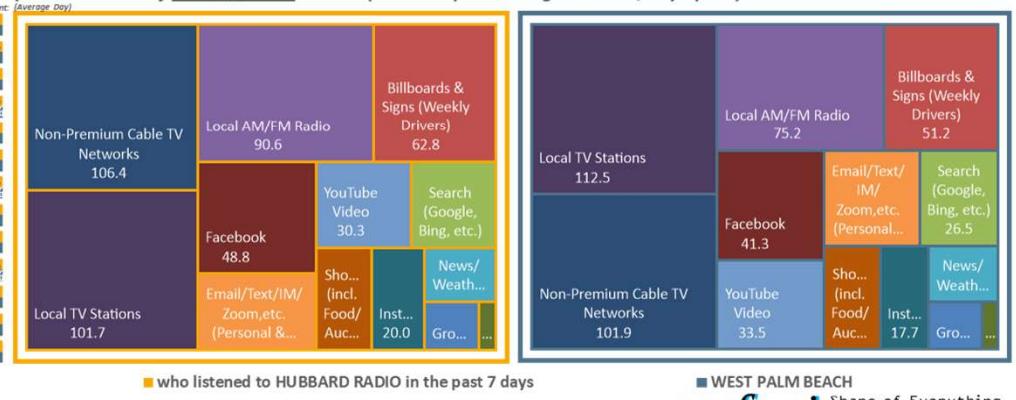
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 799

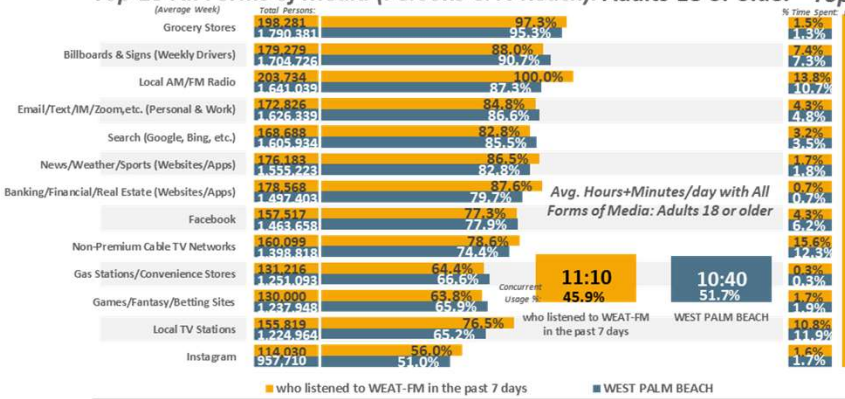
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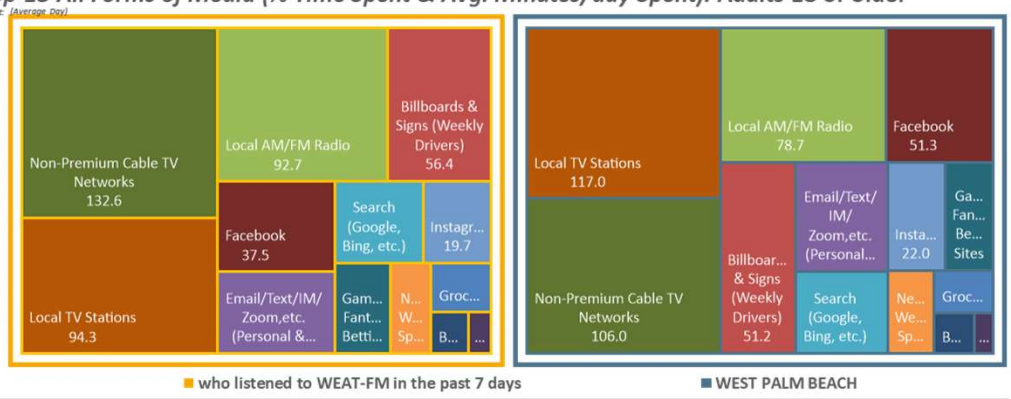
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM)

Adults 18 or older who listened to WEAT-FM in the past 7 days spend an average of 9 hours and 1 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 87.9 minutes/day. *(Local Radio delivers 16.2% of Time with Ad-Supported Media.)*

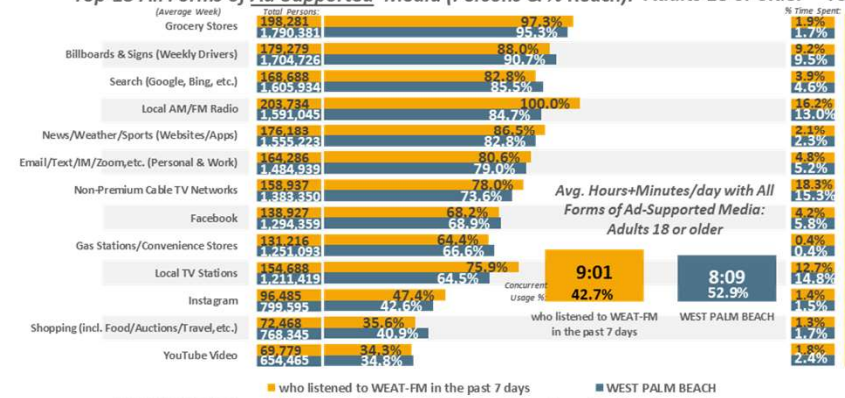
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



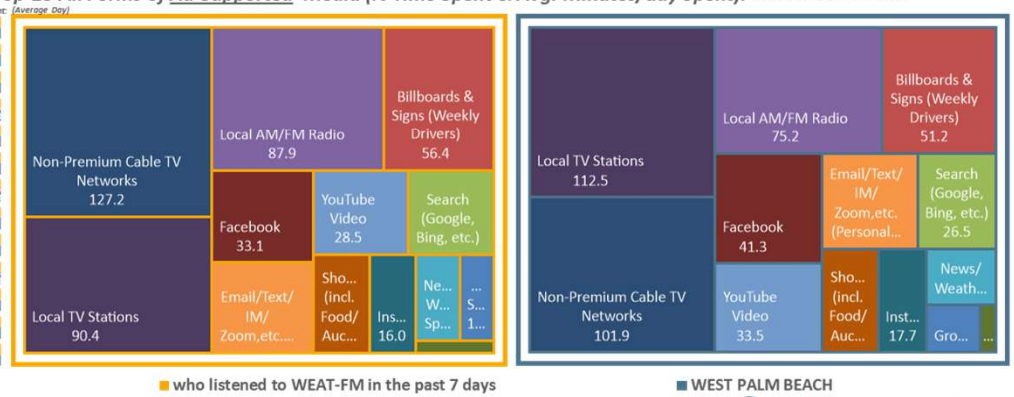
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 263

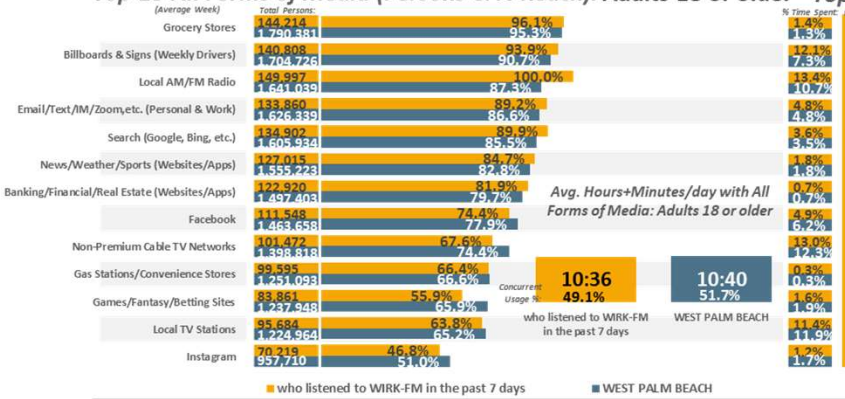
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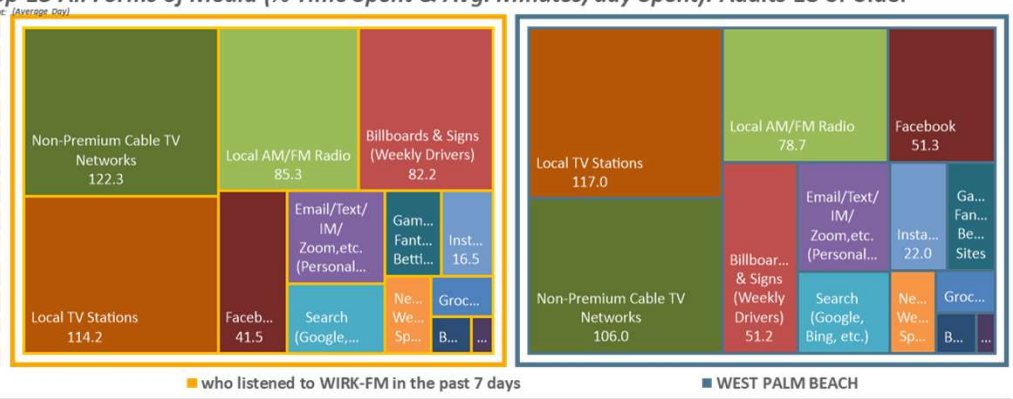
(Radio Stations: WEAT-FM)

Adults 18 or older who listened to WIRK-FM in the past 7 days spend an average of 8 hours and 1 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 75. minutes/day. *(Local Radio delivers 15.6% of Time with Ad-Supported Media.)*

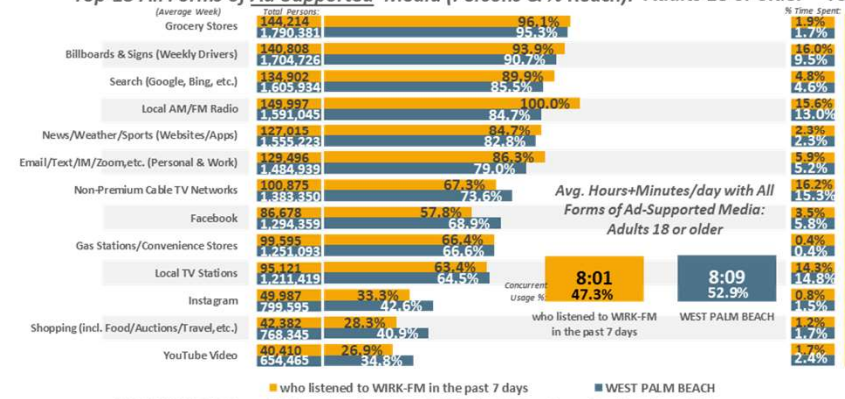
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



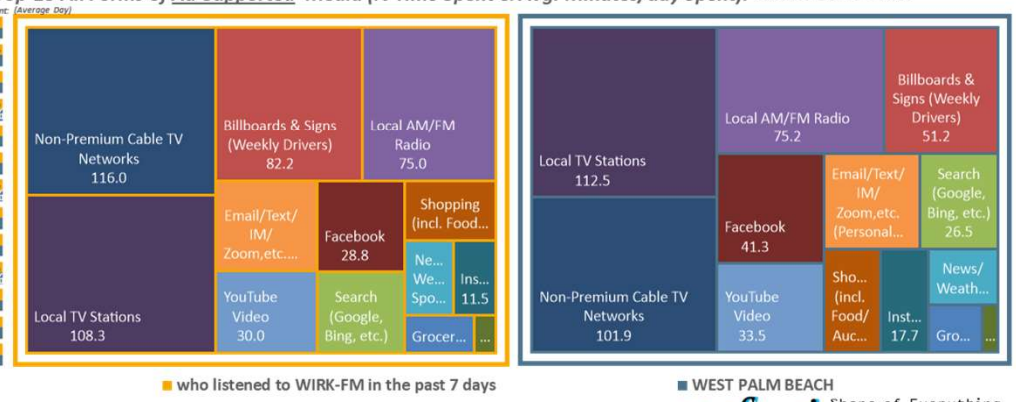
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 197

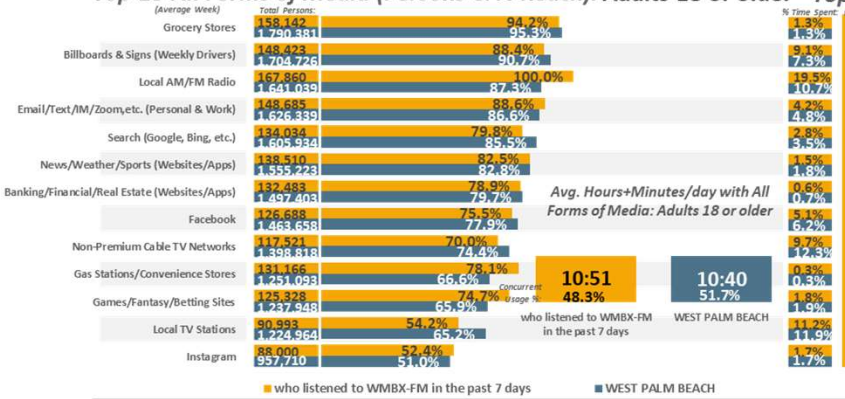
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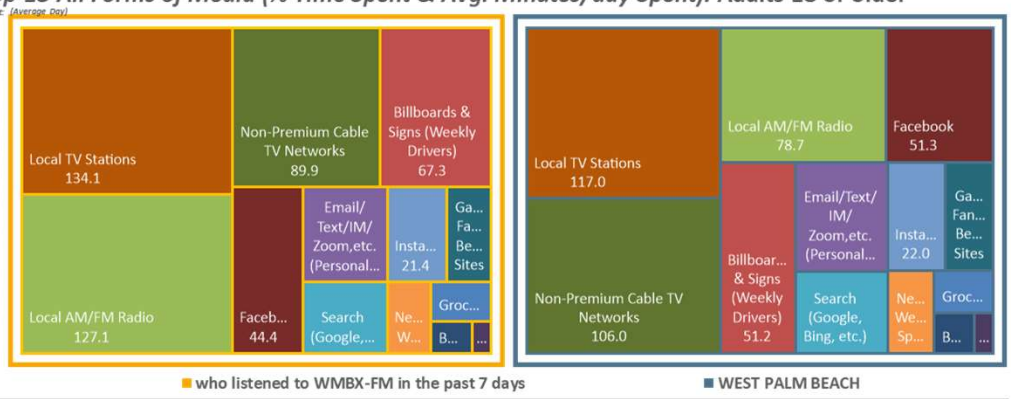
(Radio Stations: WIRK-FM)

Adults 18 or older who listened to WMBX-FM in the past 7 days spend an average of 8 hours and 10 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 124.4 minutes/day. *(Local Radio delivers 25.4% of Time with Ad-Supported Media.)*

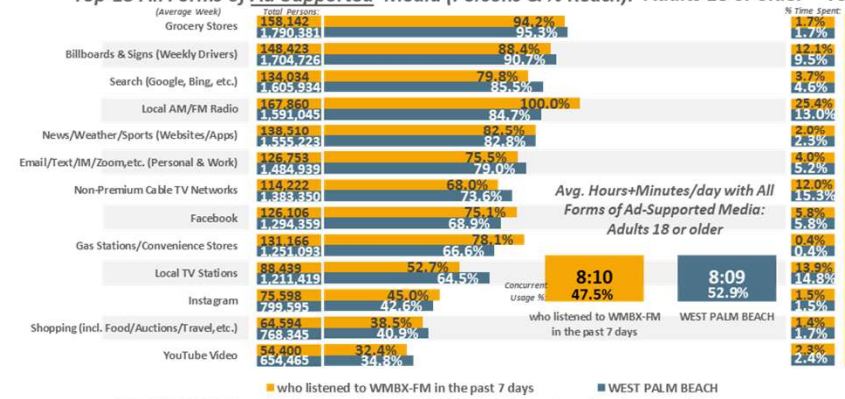
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



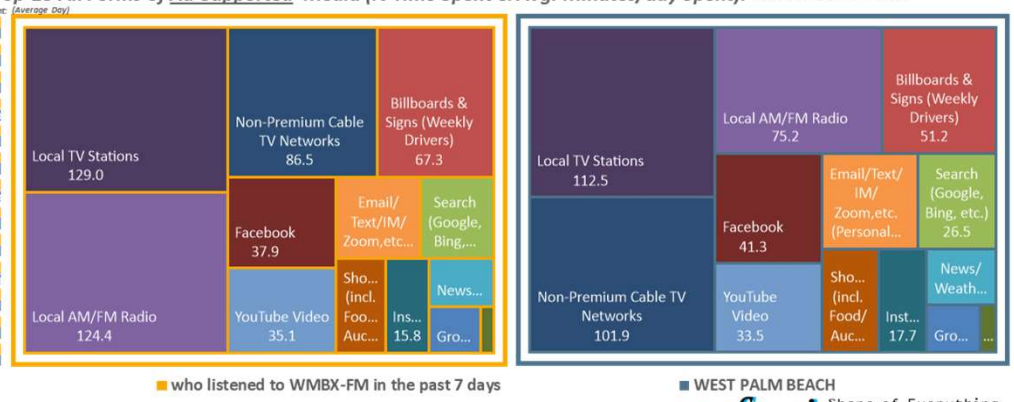
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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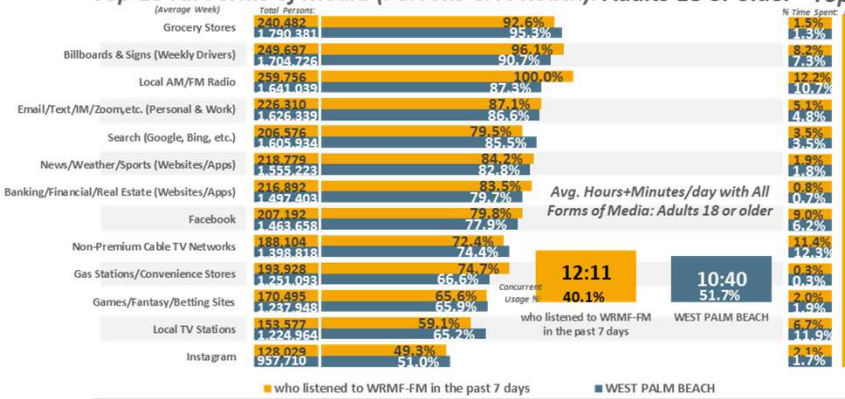
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(Radio Stations: WMBX-FM)

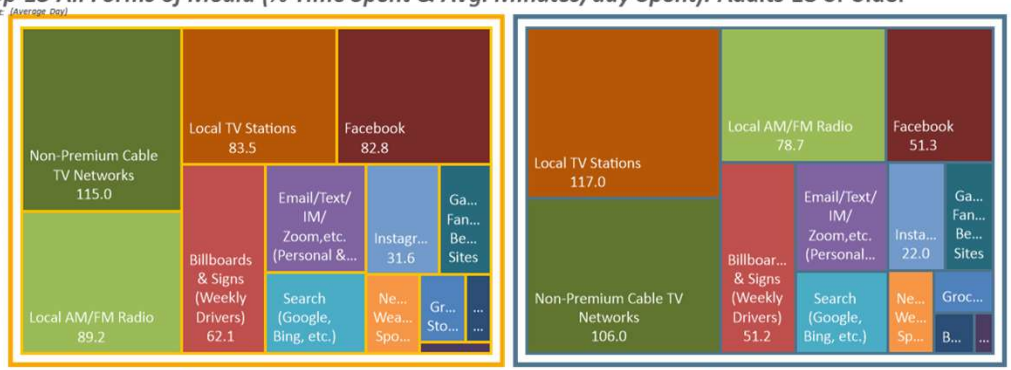
97.9 wrmf
2000's, 10's & today

Adults 18 or older who listened to WRMF-FM in the past 7 days spend an average of 9 hours and 23 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 87.9 minutes/day. *(Local Radio delivers 15.6% of Time with Ad-Supported Media.)*

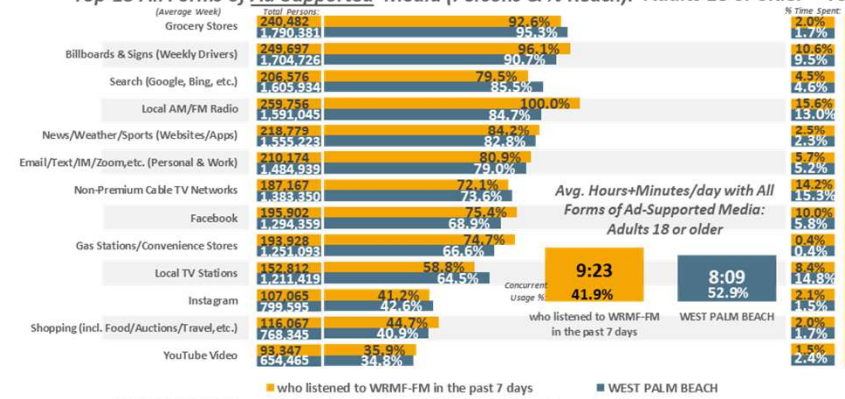
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



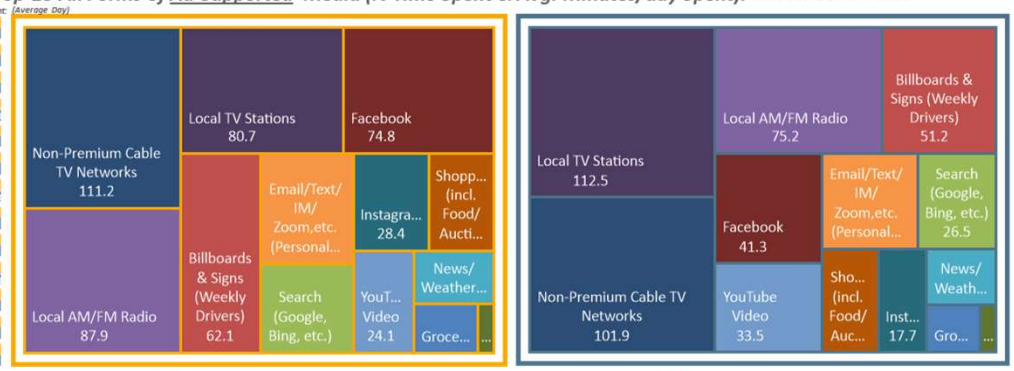
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 268

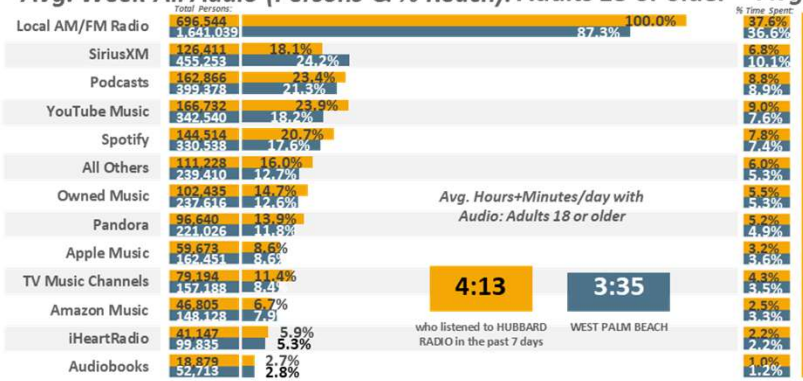
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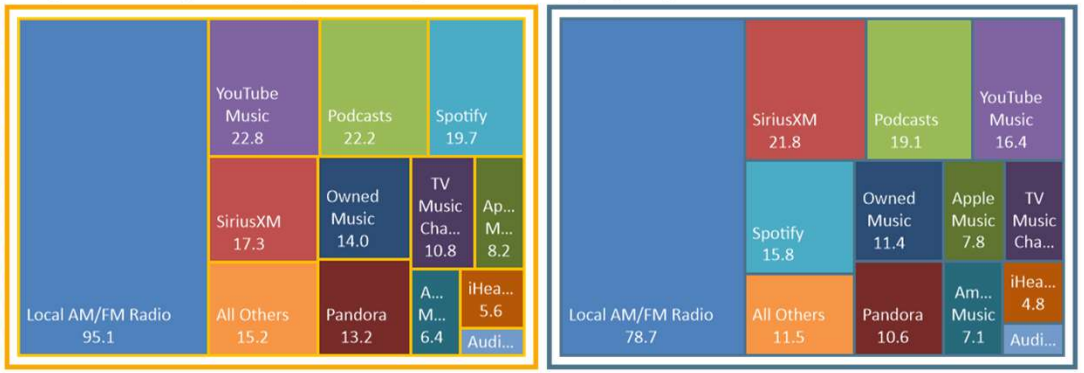
(Radio Stations: WRMF-FM)

696,544 or 100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 90.6 minutes every day representing 46.4% of all time spent daily with Ad-Supported Audio.

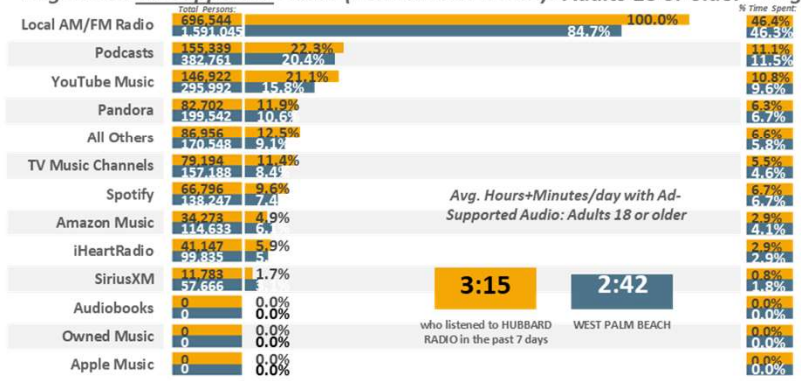
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



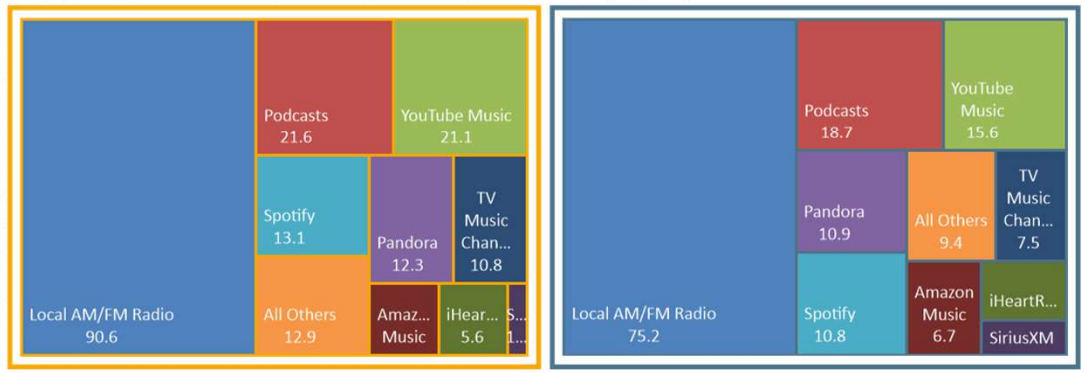
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 799

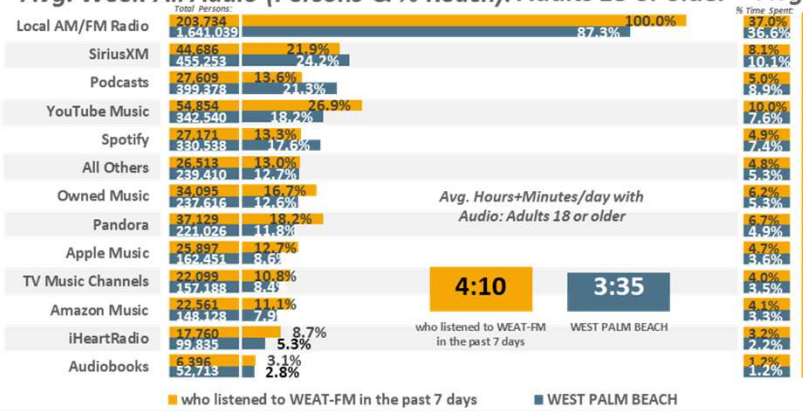
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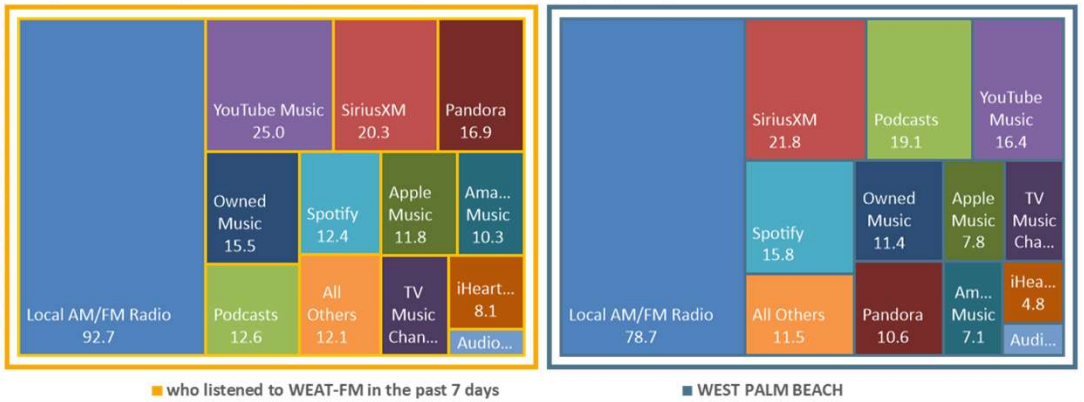
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM)

203,734 or 100.% of Adults 18 or older who listened to WEAT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 87.9 minutes every day representing 46.3% of all time spent daily with Ad-Supported Audio.

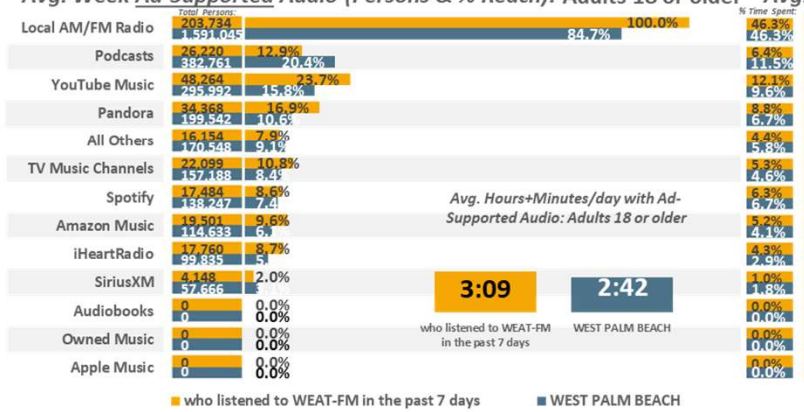
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



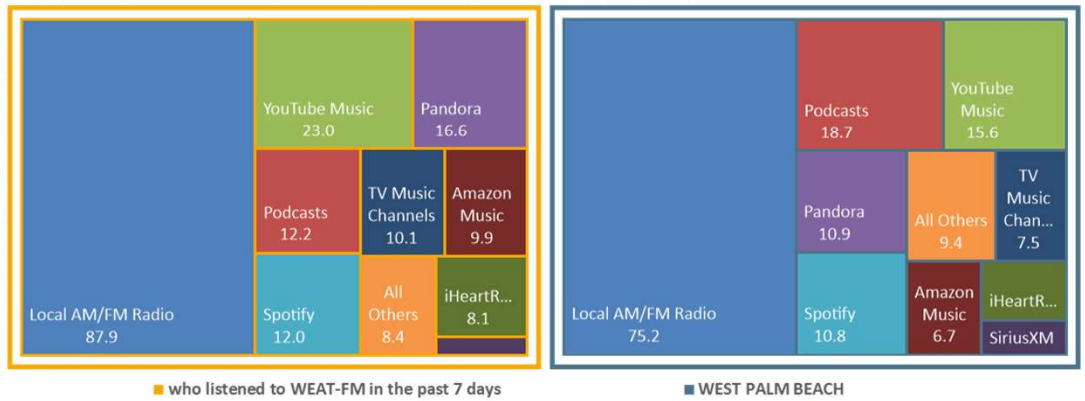
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 263

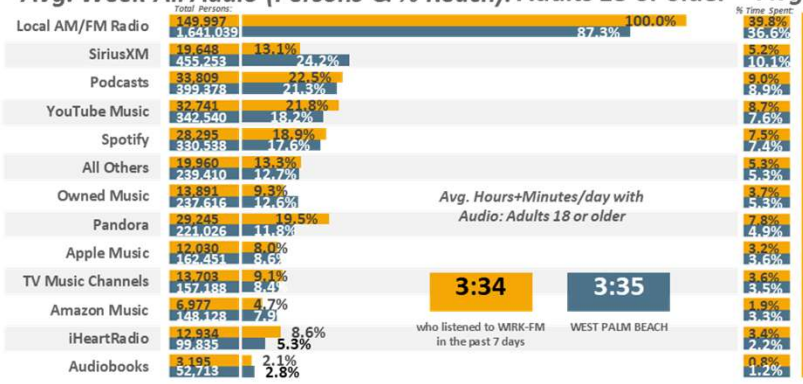
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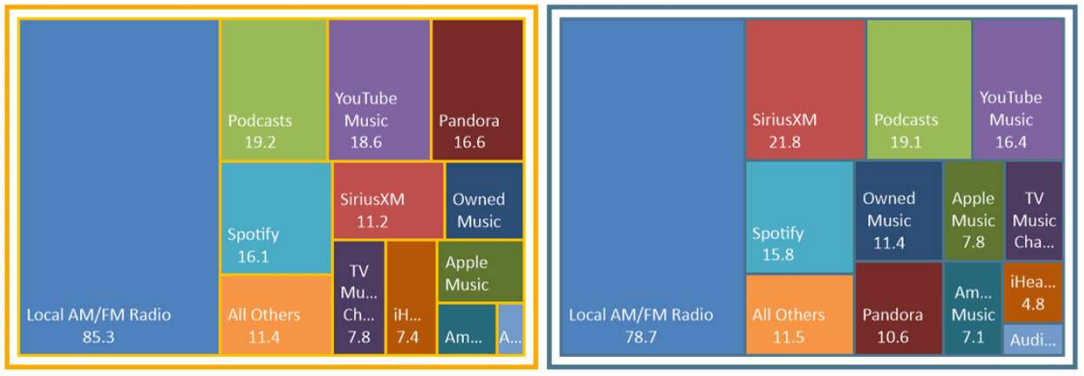
(Radio Stations: WEAT-FM)

149,997 or 100.% of Adults 18 or older who listened to WIRK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 75. minutes every day representing 46.9% of all time spent daily with Ad-Supported Audio.

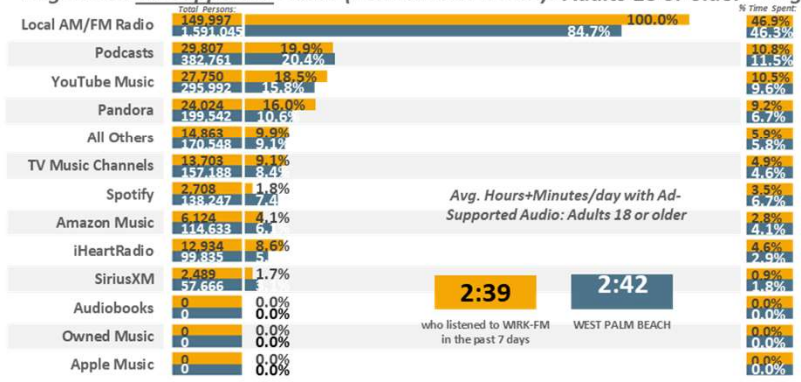
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



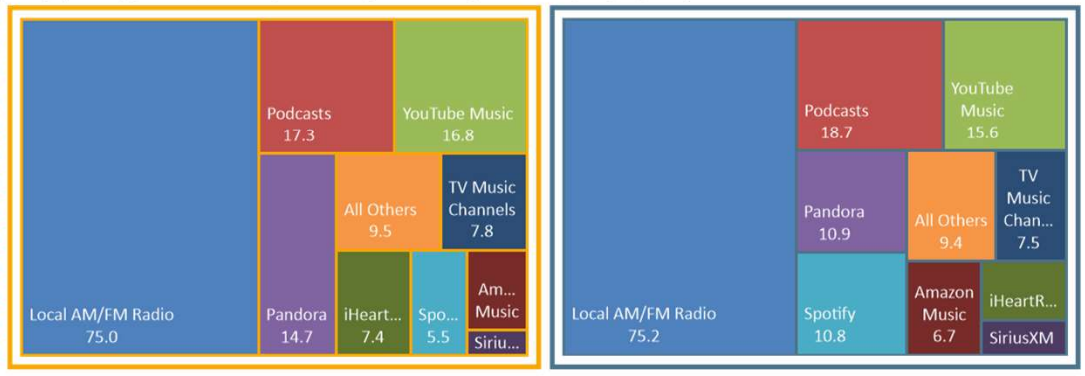
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 197

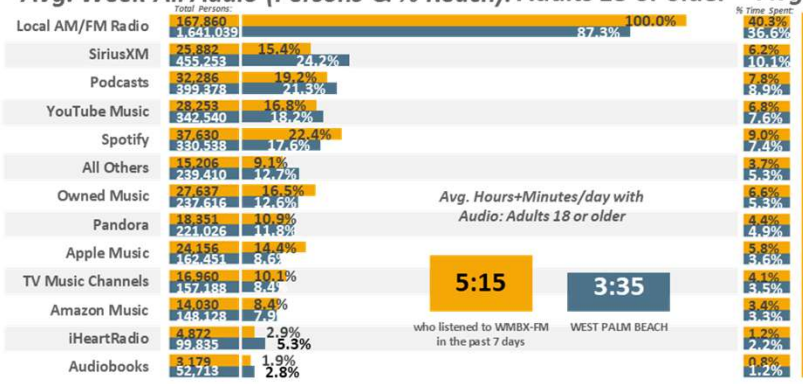
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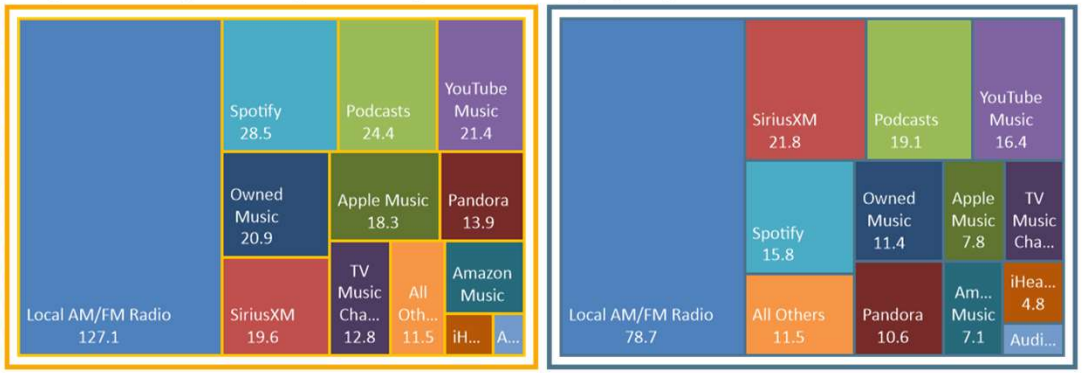
(Radio Stations: WIRK-FM)

167,860 or 100.% of Adults 18 or older who listened to WMBX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 124.4 minutes every day representing 52.9% of all time spent daily with Ad-Supported Audio.

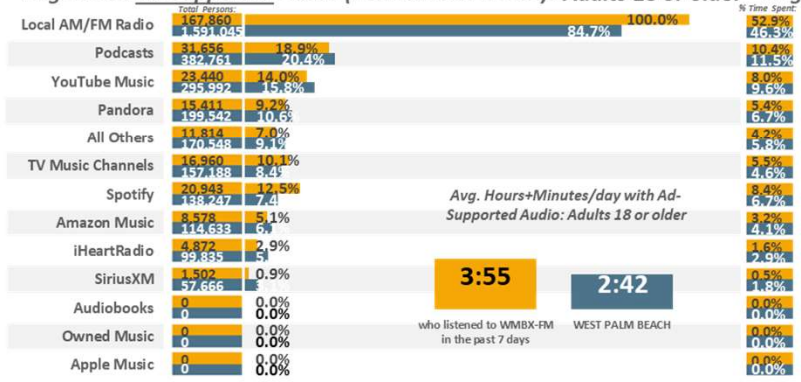
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



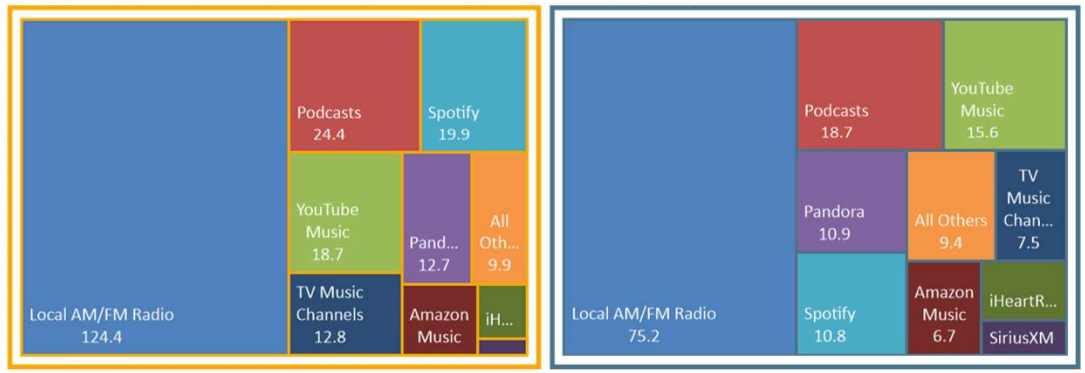
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 167

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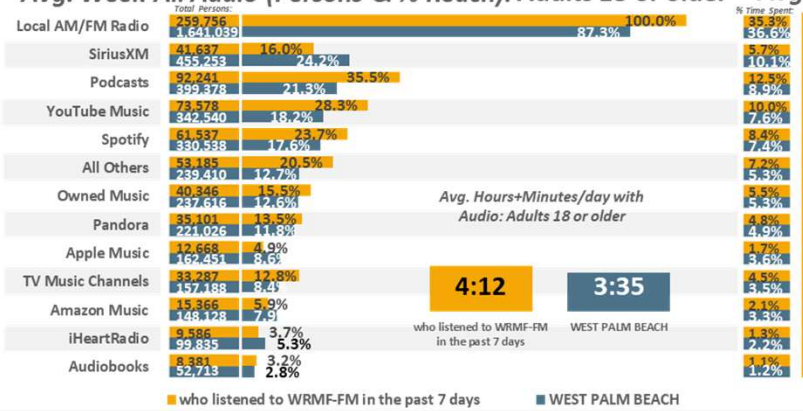
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(Radio Stations: WMBX-FM)

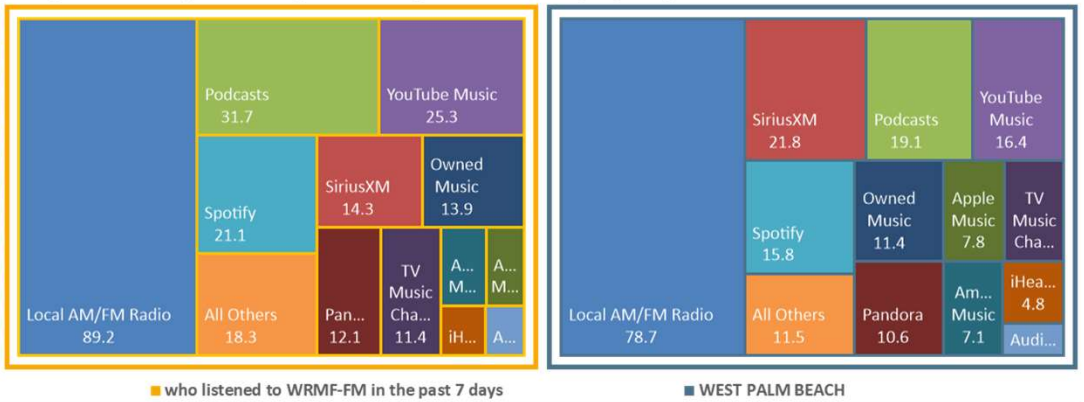
97.9 wrmf
2000's, 10's & today

259,756 or 100.% of Adults 18 or older who listened to WRMF-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 87.9 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

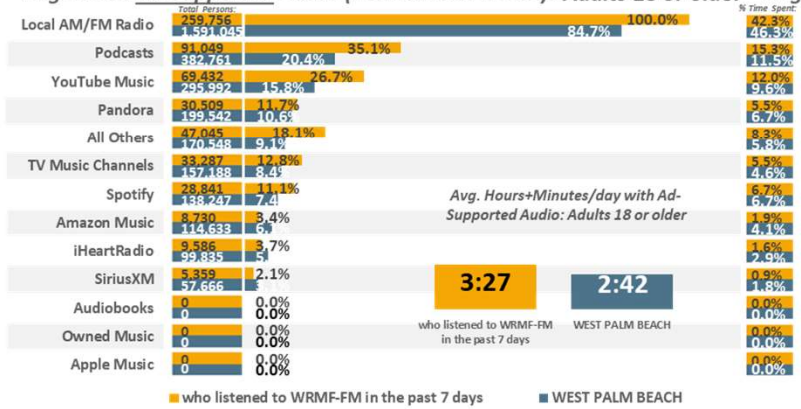
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



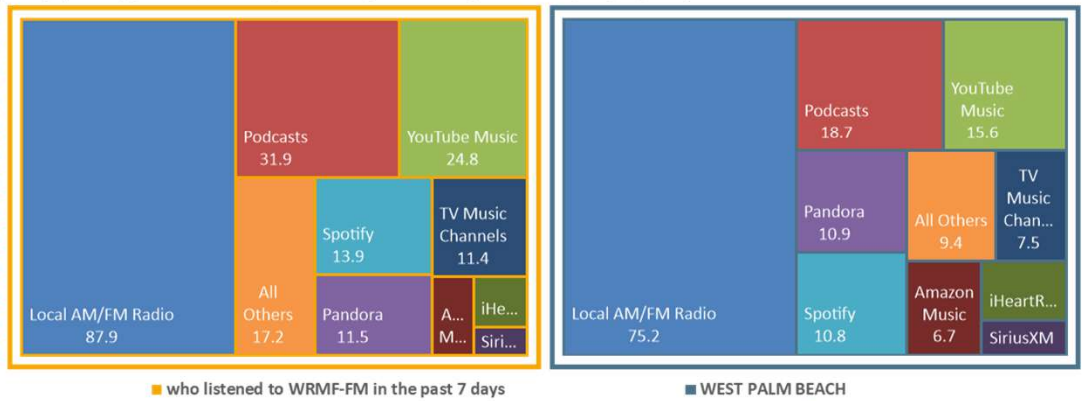
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



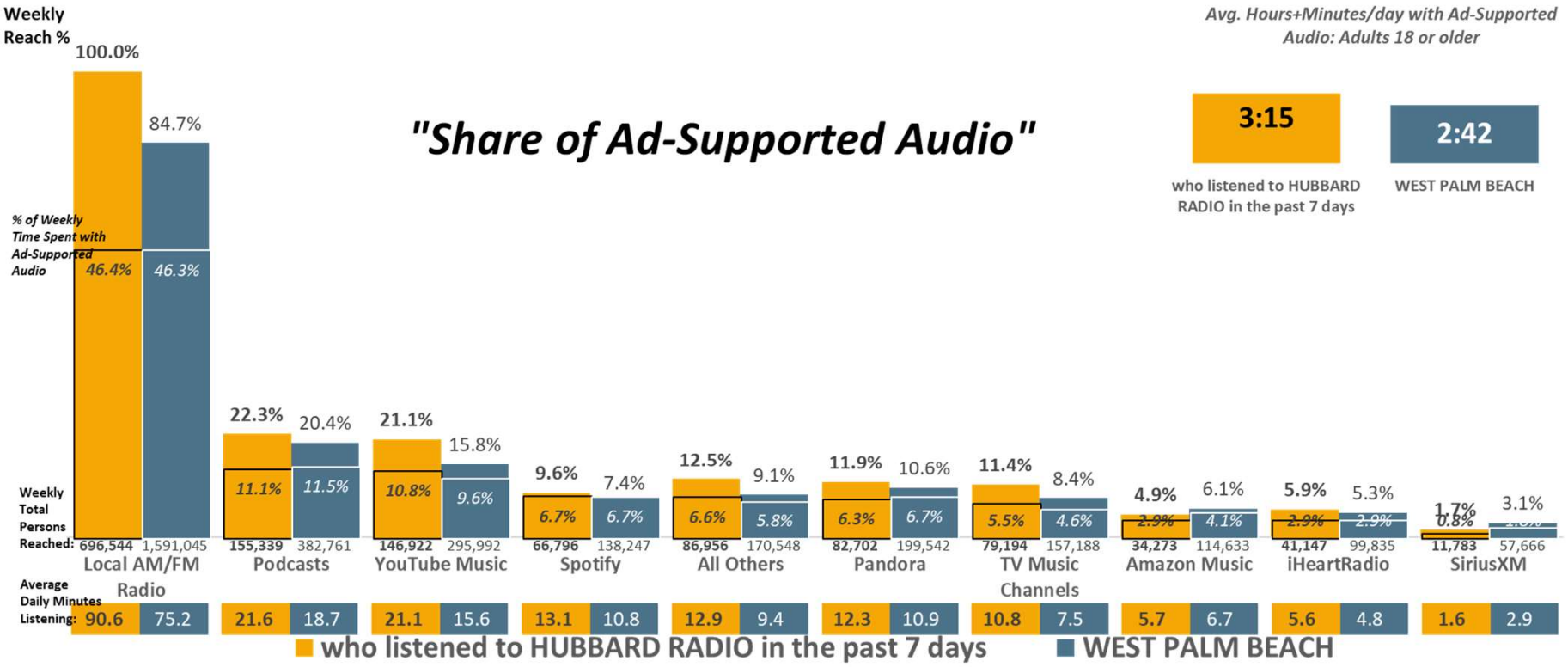
WEST PALM BEACH DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 268

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(Radio Stations: WRMF-FM)

696,544 or 100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 90.6 minutes every day representing 46.4% of all time spent daily with Ad-Supported Audio.



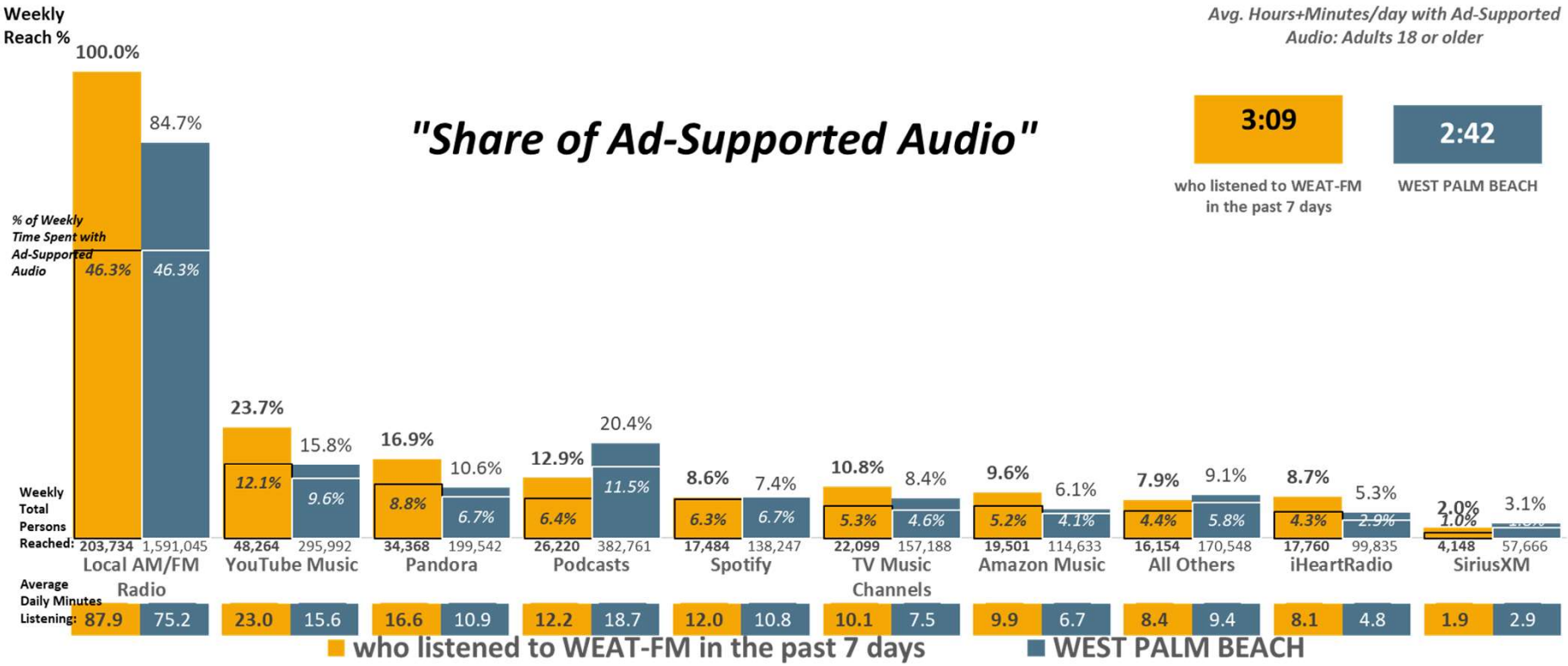
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 799 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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

203,734 or 100.% of Adults 18 or older who listened to WEAT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 87.9 minutes every day representing 46.3% of all time spent daily with Ad-Supported Audio.



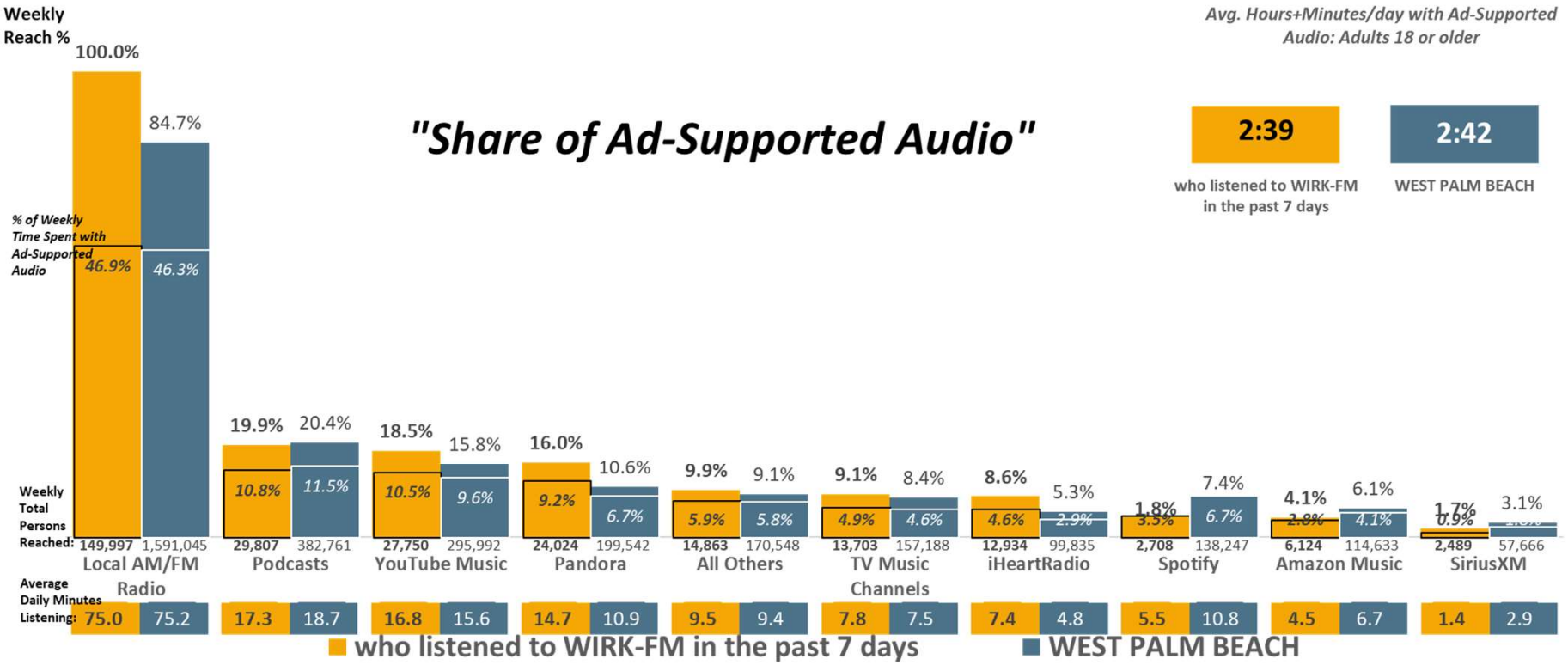
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 263 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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(Radio Stations: WEAT-FM)

149,997 or 100.% of Adults 18 or older who listened to WIRK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 75. minutes every day representing 46.9% of all time spent daily with Ad-Supported Audio.



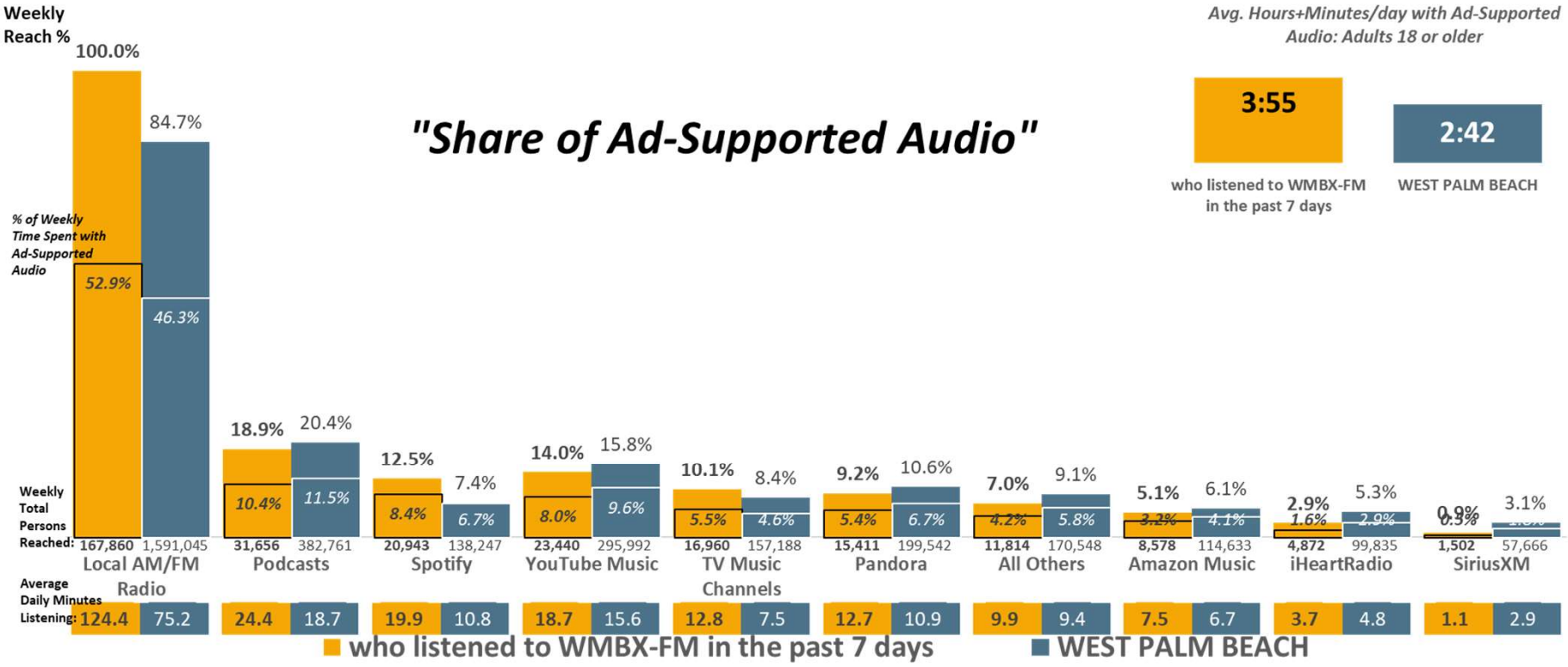
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 197 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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(Radio Stations: WIRK-FM)

167,860 or 100.% of Adults 18 or older who listened to WMBX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 124.4 minutes every day representing 52.9% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	Spotify	YouTube Music	TV Music Channels	Pandora	All Others	Amazon Music	iHeartRadio	SiriusXM
Weekly Reach %	100.0%	18.9%	12.5%	14.0%	10.1%	9.2%	7.0%	5.1%	2.9%	0.9%
	84.7%	20.4%	7.4%	15.8%	8.4%	10.6%	9.1%	6.1%	5.3%	3.1%
% of Weekly Time Spent with Ad-Supported Audio	52.9%	10.4%	8.4%	8.0%	5.5%	5.4%	4.2%	3.2%	1.6%	0.3%
	46.3%	11.5%	6.7%	9.6%	4.6%	6.7%	5.8%	4.1%	2.9%	
Weekly Total Persons Reached:	167,860	31,656	20,943	23,440	16,960	15,411	11,814	8,578	4,872	1,502
	1,591,045	382,761	138,247	295,992	157,188	199,542	170,548	114,633	99,835	57,666
Average Daily Minutes Listening:	124.4	24.4	19.9	18.7	12.8	12.7	9.9	7.5	3.7	1.1
	75.2	18.7	10.8	15.6	7.5	10.9	9.4	6.7	4.8	2.9

WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 167 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

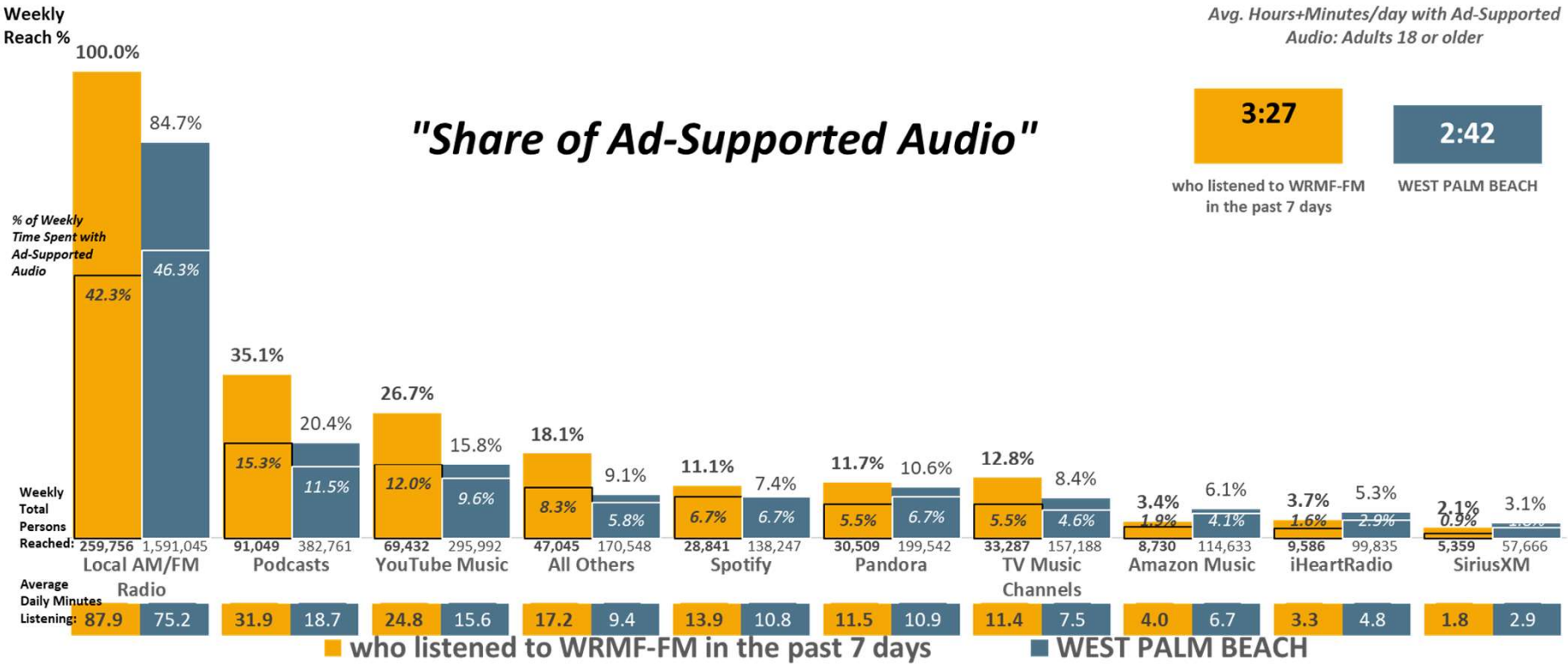
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(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

259,756 or 100.% of Adults 18 or older who listened to WRMF-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 87.9 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 268 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

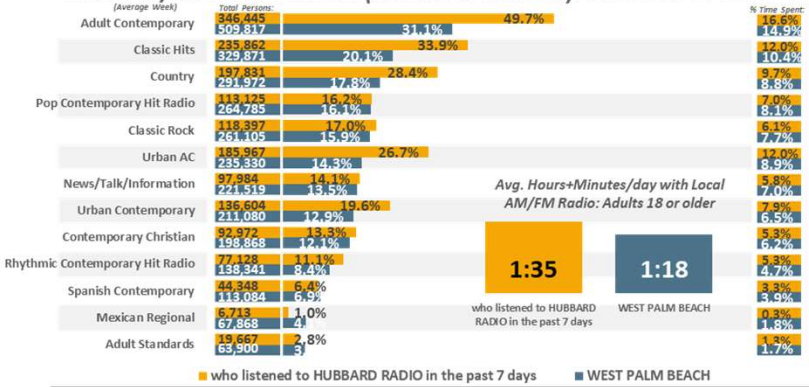
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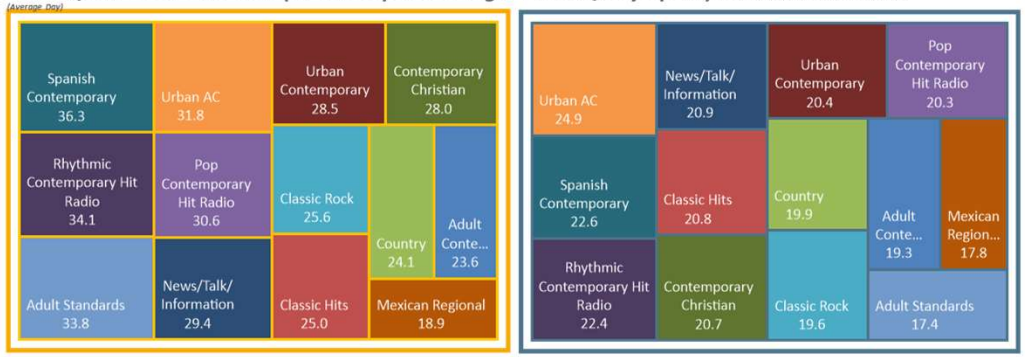
(Radio Stations: WRMF-FM)

696,544 or 100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Urban AC, and Urban Contemporary.

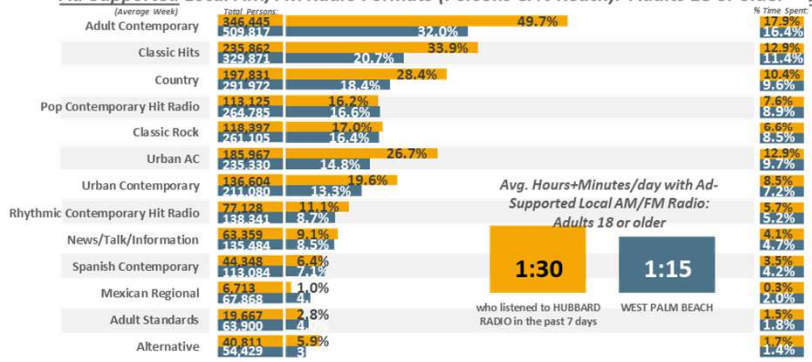
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



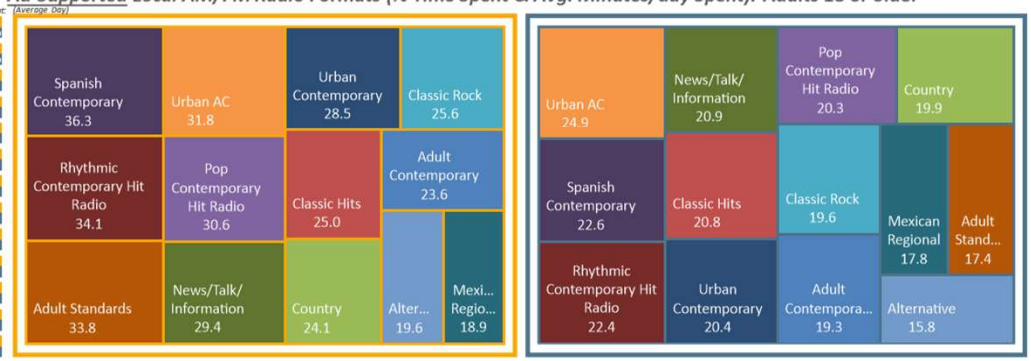
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 799

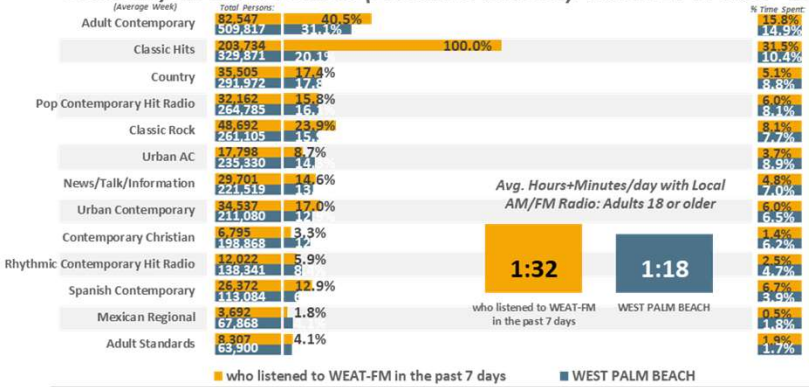
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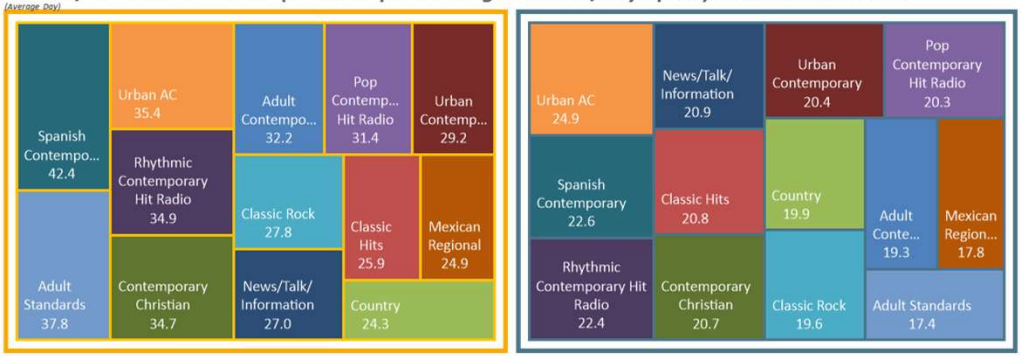
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM)

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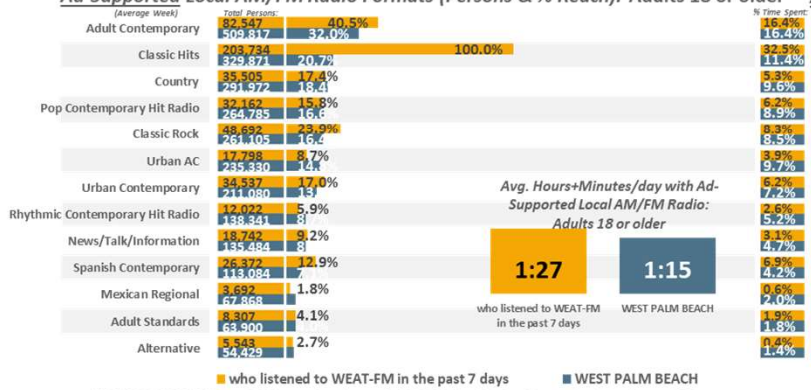
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



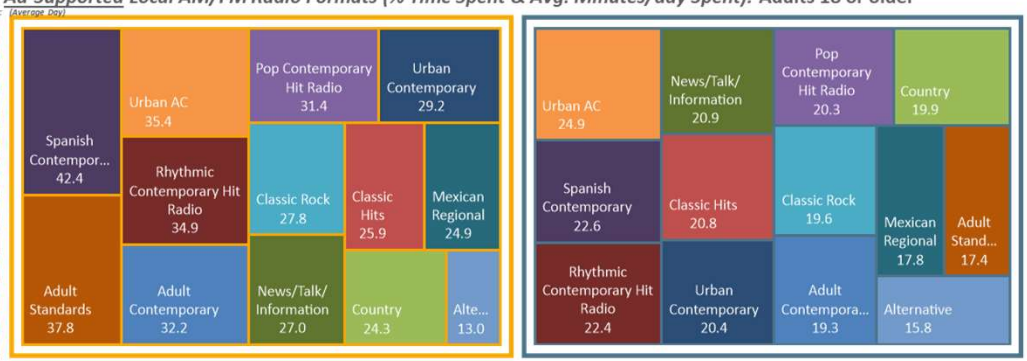
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 263

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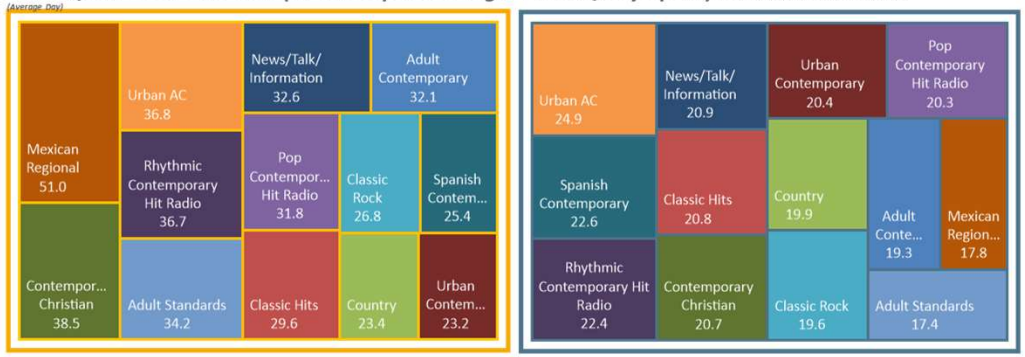
(Radio Stations: WEAT-FM)

149,997 or 100.% of Adults 18 or older who listened to WIRK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Rock, Classic Hits, and Hot AC.

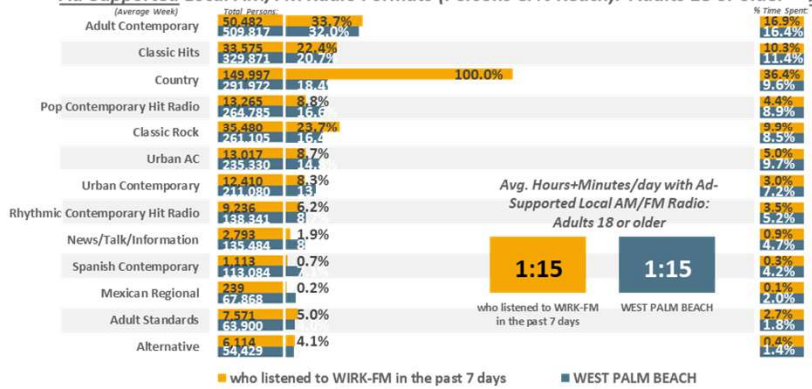
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



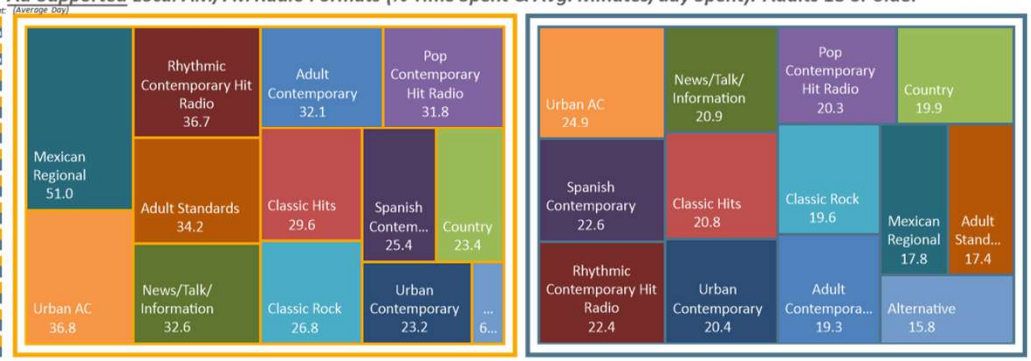
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 197

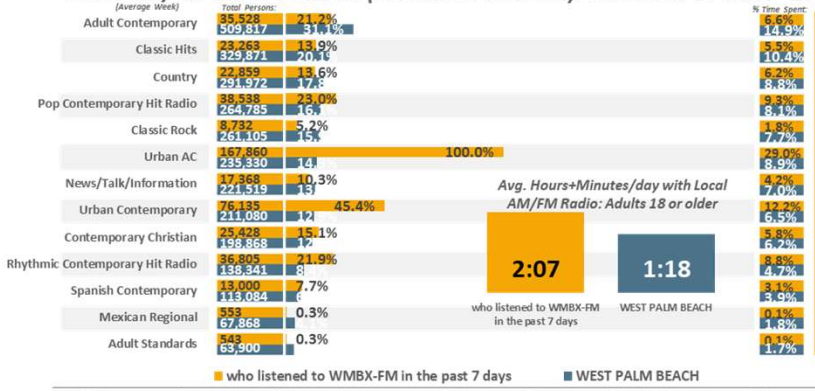
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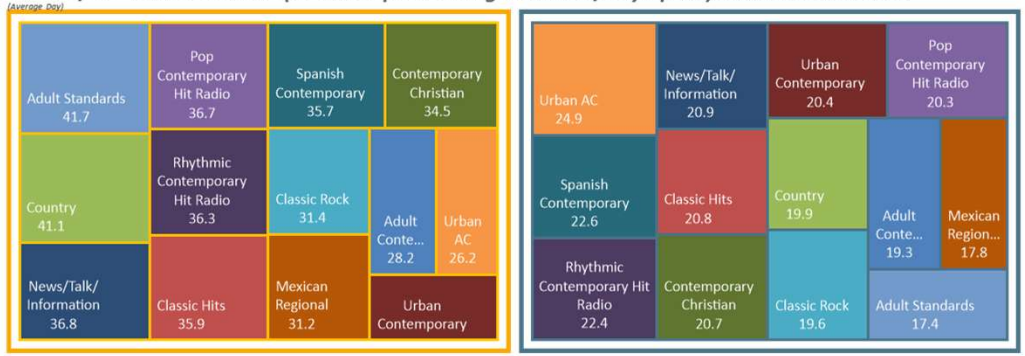
(Radio Stations: WIRK-FM)

167,860 or 100.% of Adults 18 or older who listened to WMBX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Urban Contemporary, Pop Contemporary Hit Radio, Rhythmic Contemporary Hit Radio, and Adult Contempo

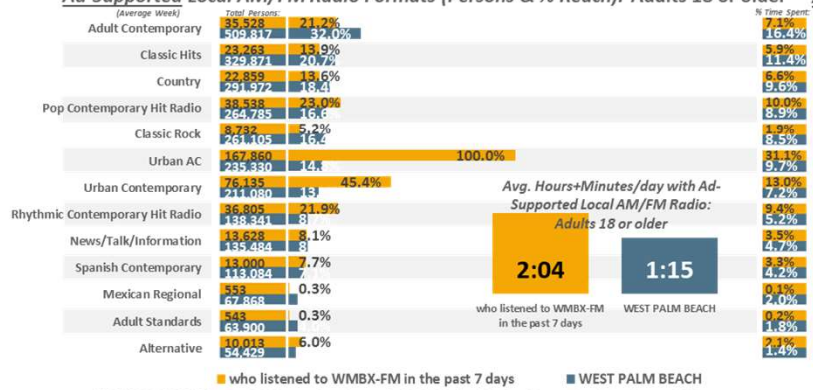
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



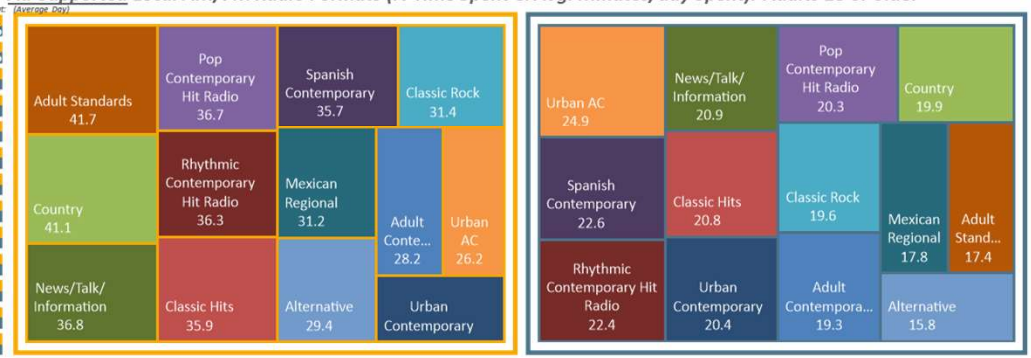
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 167

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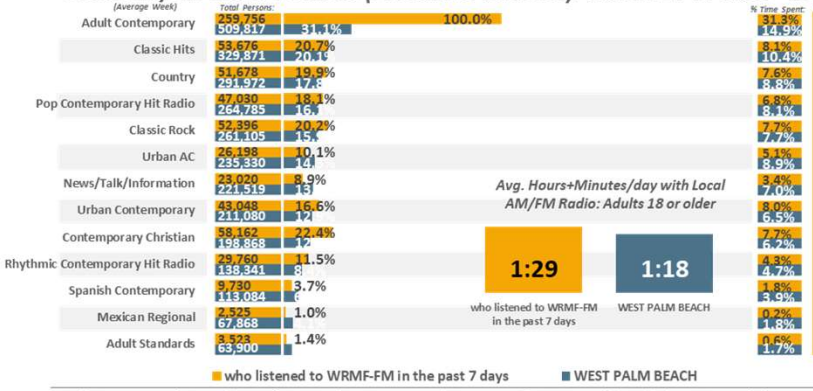
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(Radio Stations: WMBX-FM)

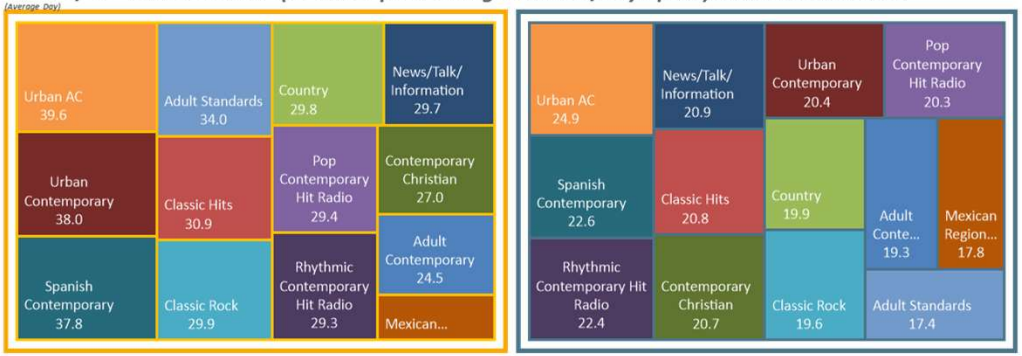
97.9 wrmf
2000's, 10's & today

259,756 or 100.% of Adults 18 or older who listened to WRMF-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Pop Contemporary Hit Radio.

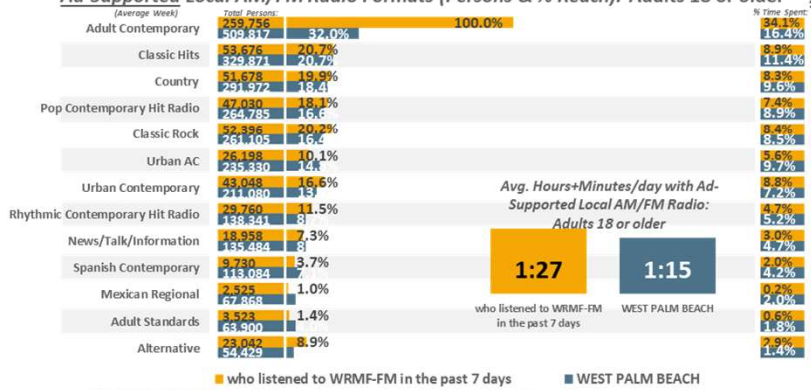
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



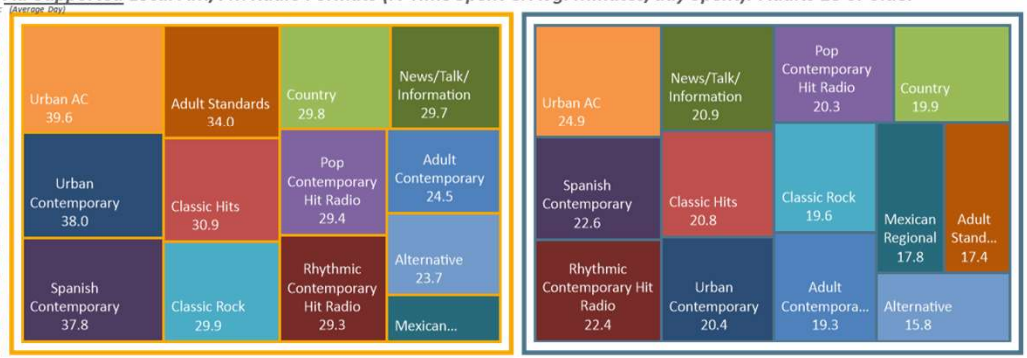
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 268

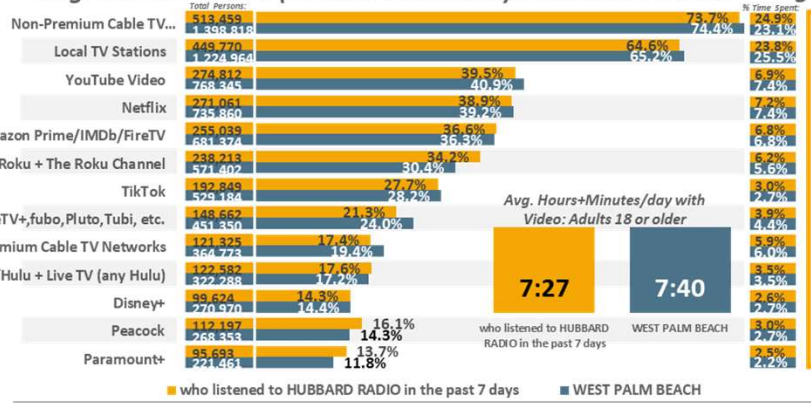
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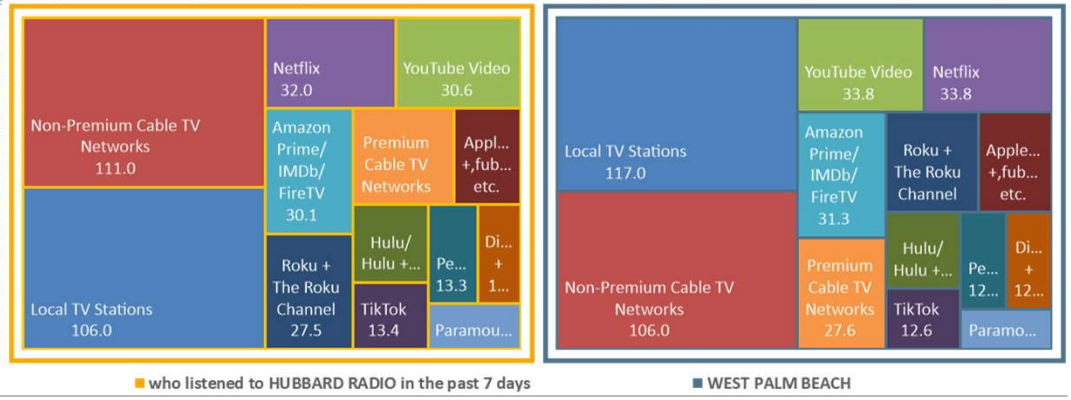
(Radio Stations: WRMF-FM)

444,403 or 63.8% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 101.7 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

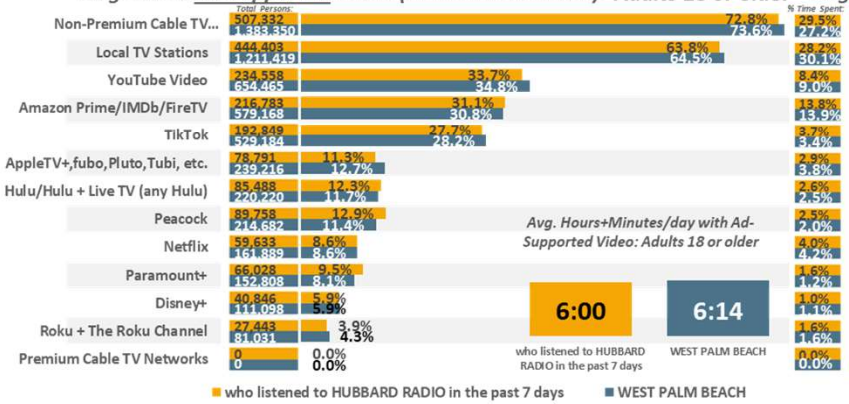
Avg. Week All Video (Persons & % Reach): Adults 18 or older



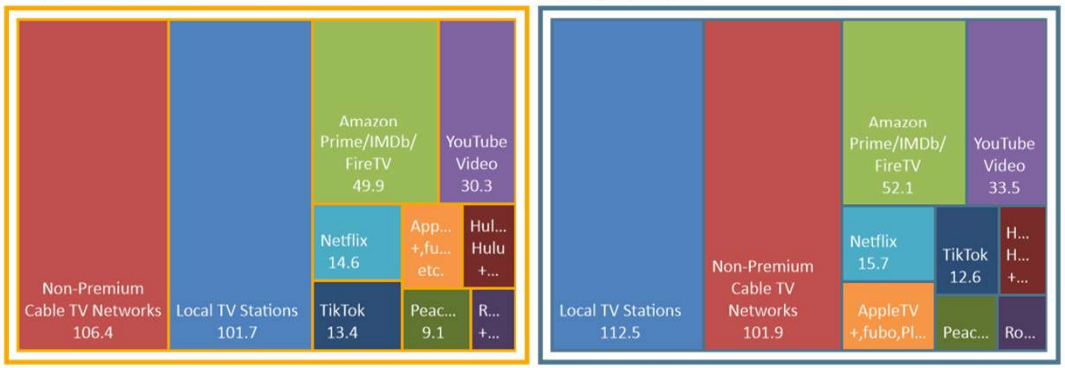
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 799

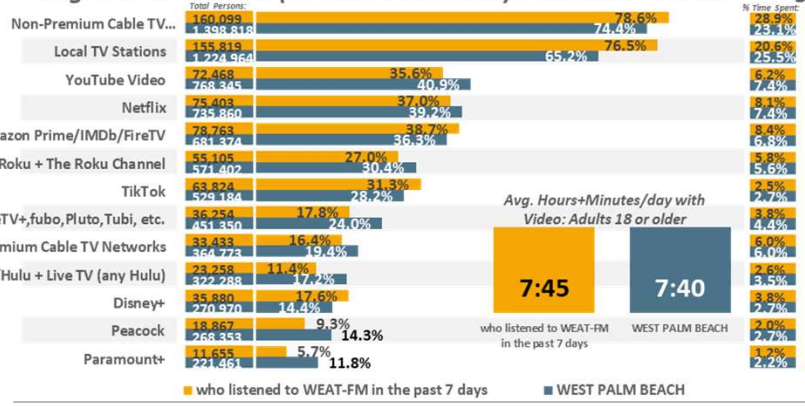
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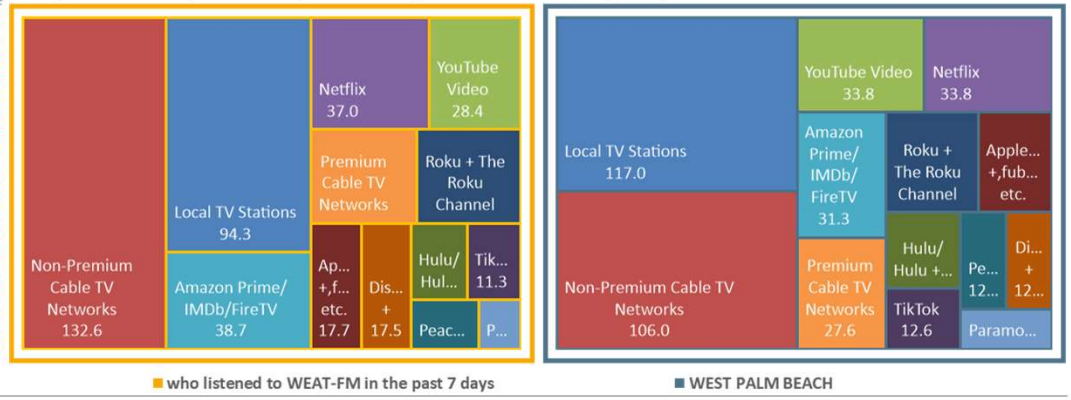
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM)

154,688 or 75.9% of Adults 18 or older who listened to WEAT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 90.4 minutes every day representing 23.6% of all time spent daily with Ad-Supported Video.

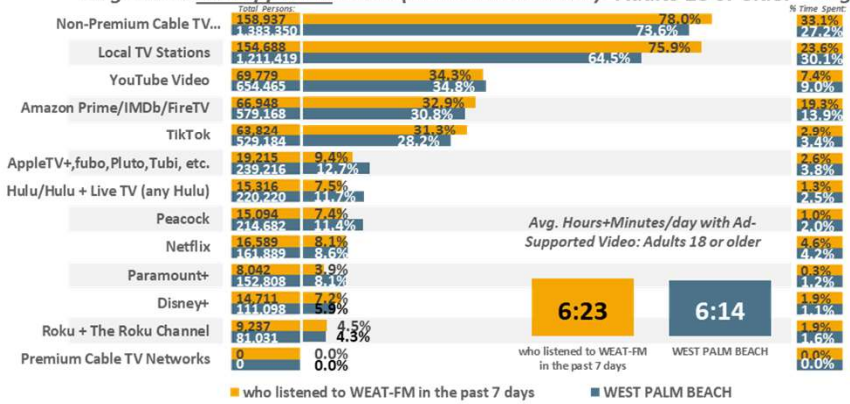
Avg. Week All Video (Persons & % Reach): Adults 18 or older



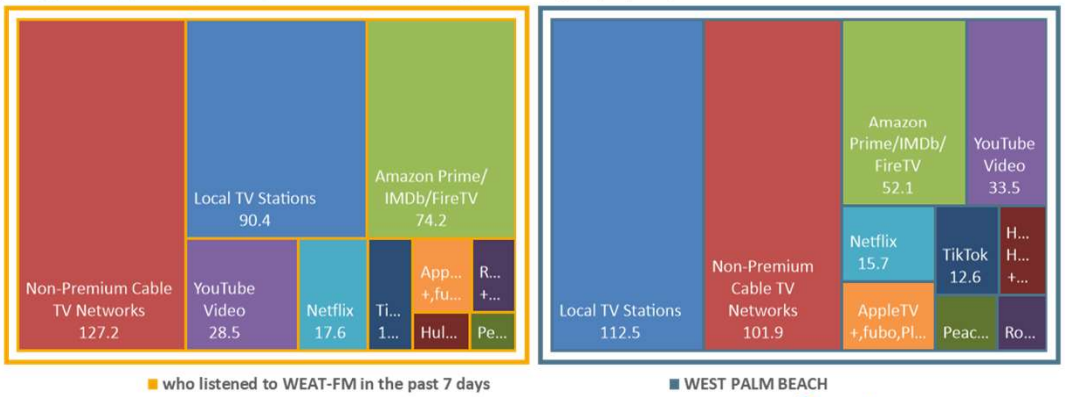
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 263

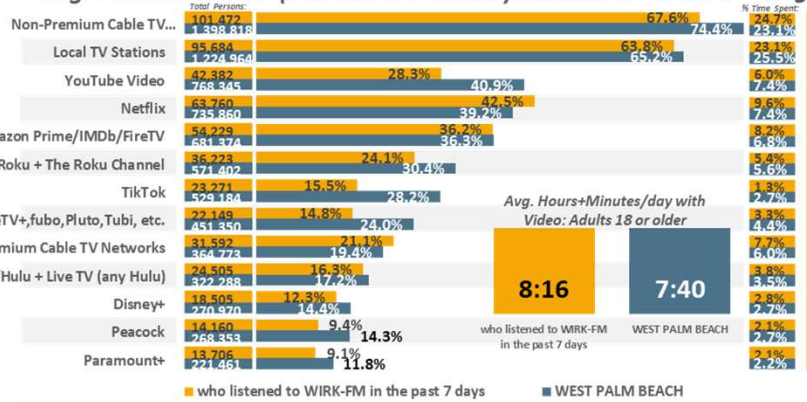
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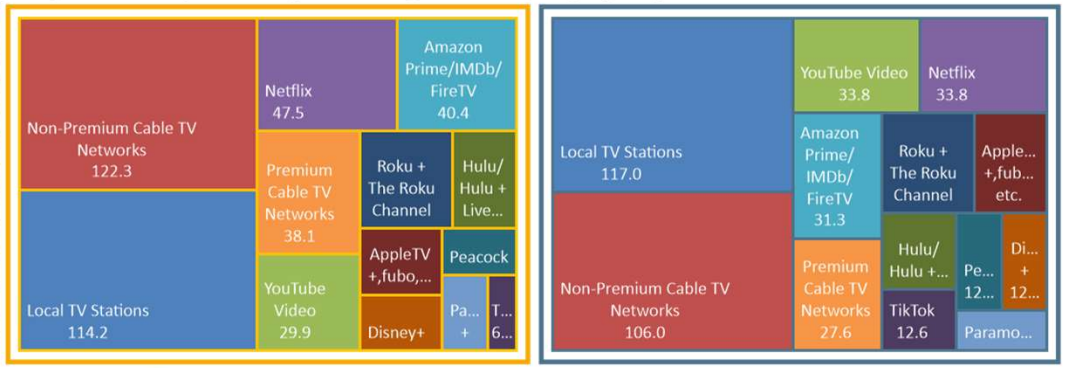
(Radio Stations: WEAT-FM)

95,121 or 63.4% of Adults 18 or older who listened to WIRK-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 108.3 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

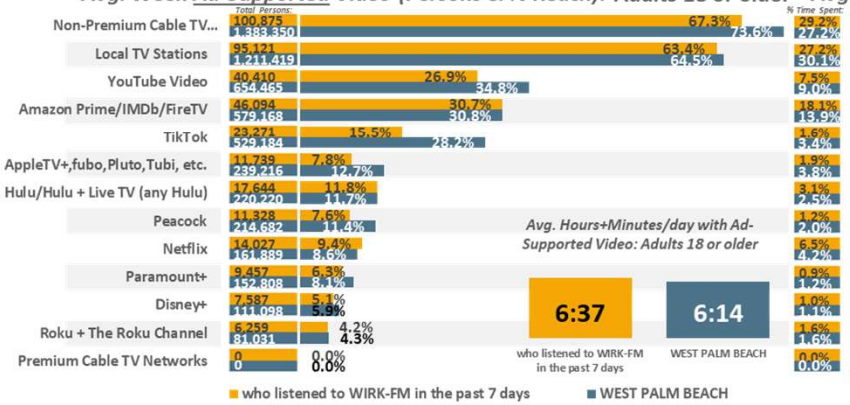
Avg. Week All Video (Persons & % Reach): Adults 18 or older



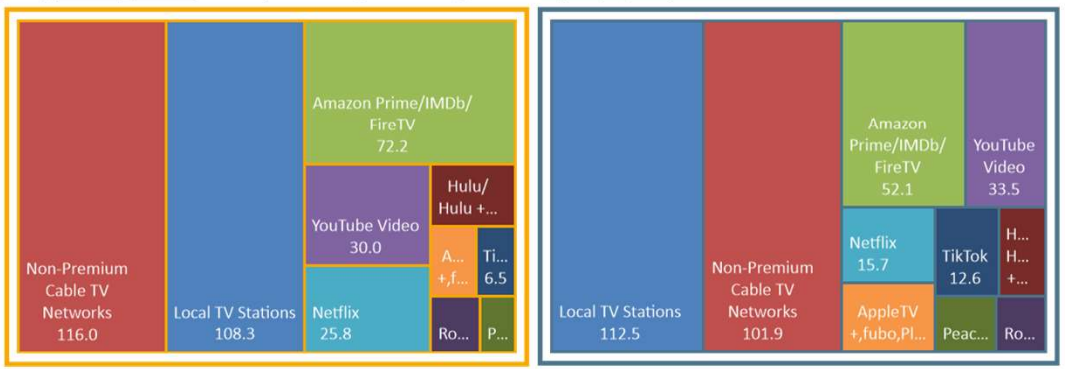
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 197

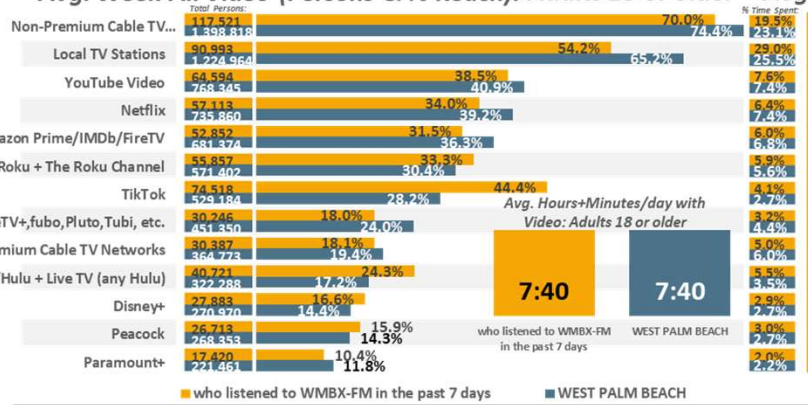
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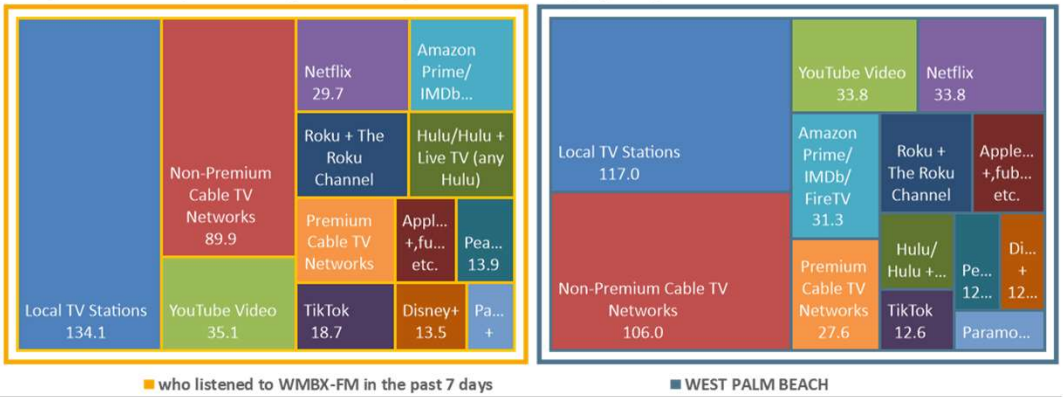
(Radio Stations: WIRK-FM)

88,439 or 52.7% of Adults 18 or older who listened to WMBX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 129. minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

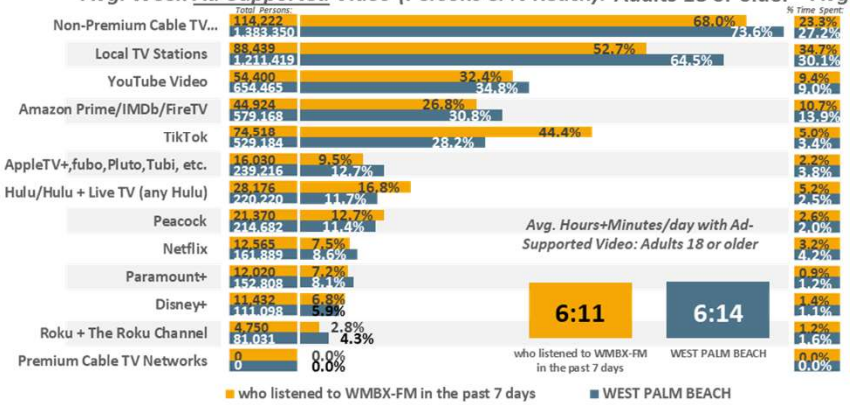
Avg. Week All Video (Persons & % Reach): Adults 18 or older



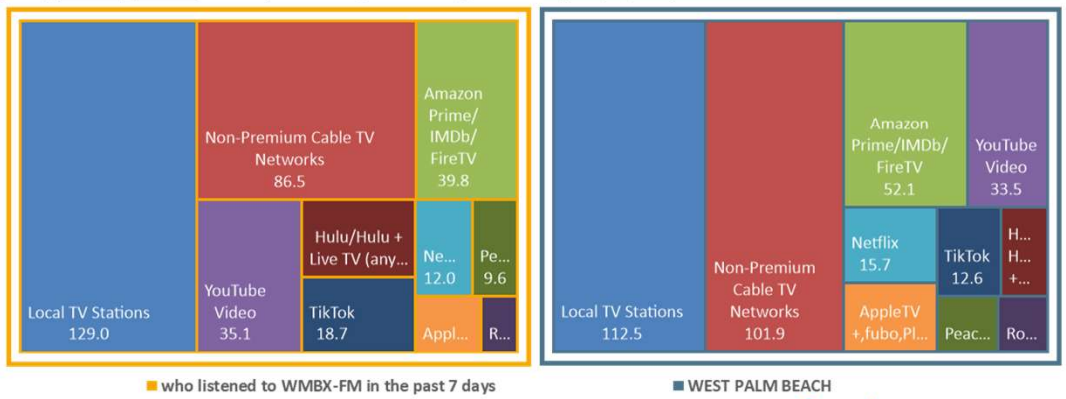
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 167

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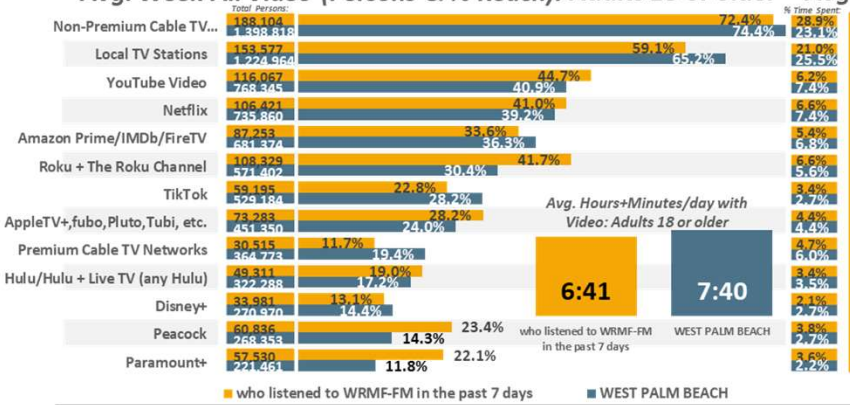
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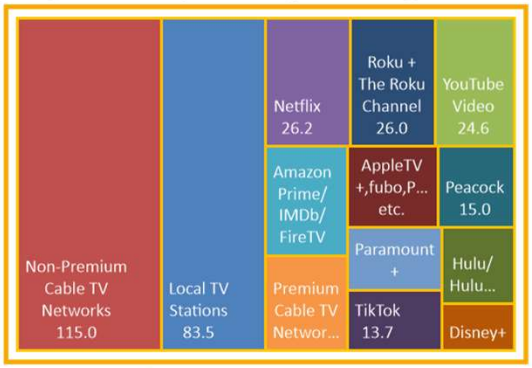
(Radio Stations: WMBX-FM)

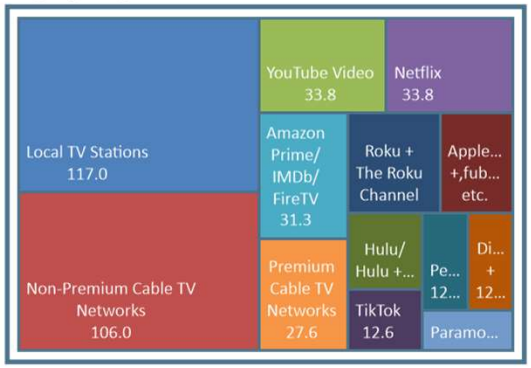
97.9 wrmf
2000's, 10's & today

152,812 or 58.8% of Adults 18 or older who listened to WRMF-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 80.7 minutes every day representing 25.2% of all time spent daily with Ad-Supported Video.

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

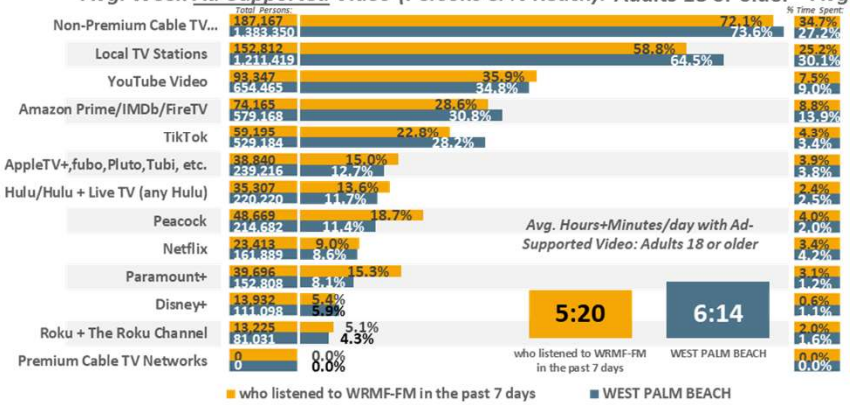


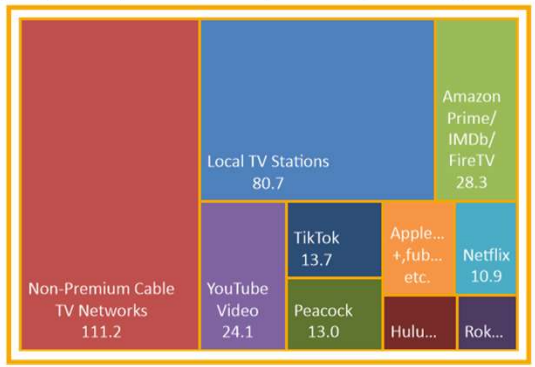


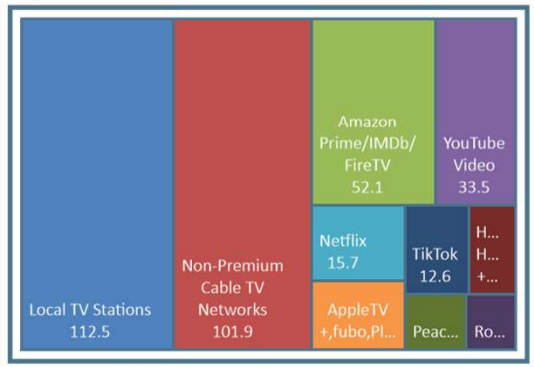


who listened to WRMF-FM in the past 7 days ■ WEST PALM BEACH

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







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

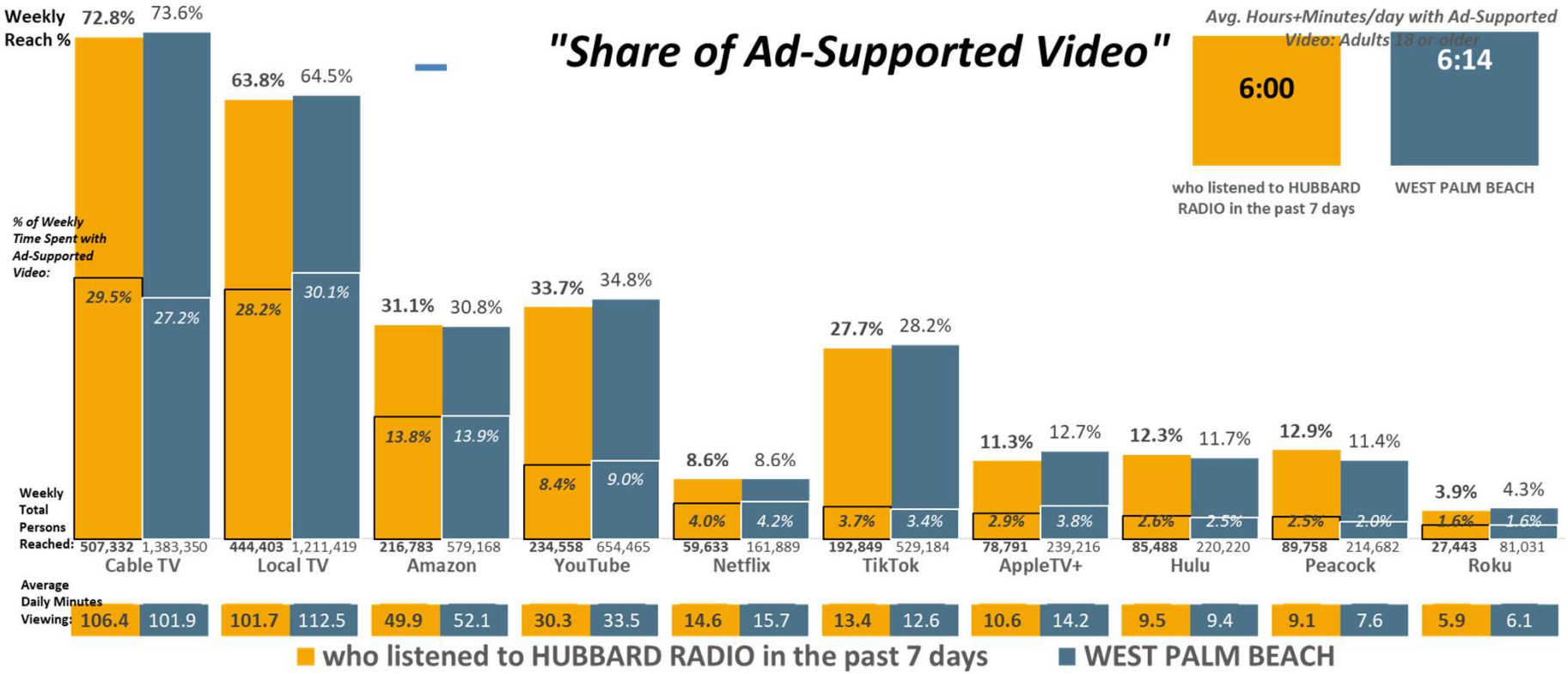
WEST PALM BEACH DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 268

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(Radio Stations: WRMF-FM)

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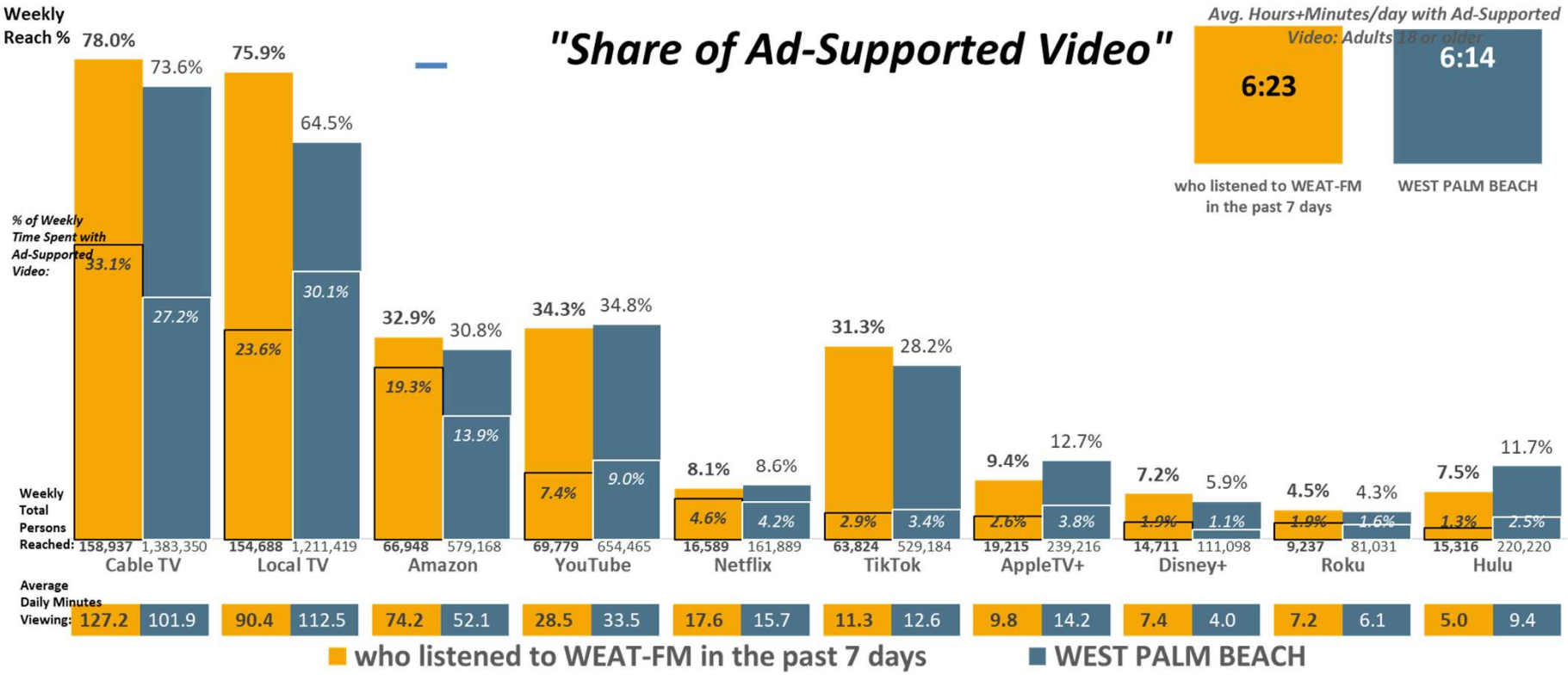
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 799 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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

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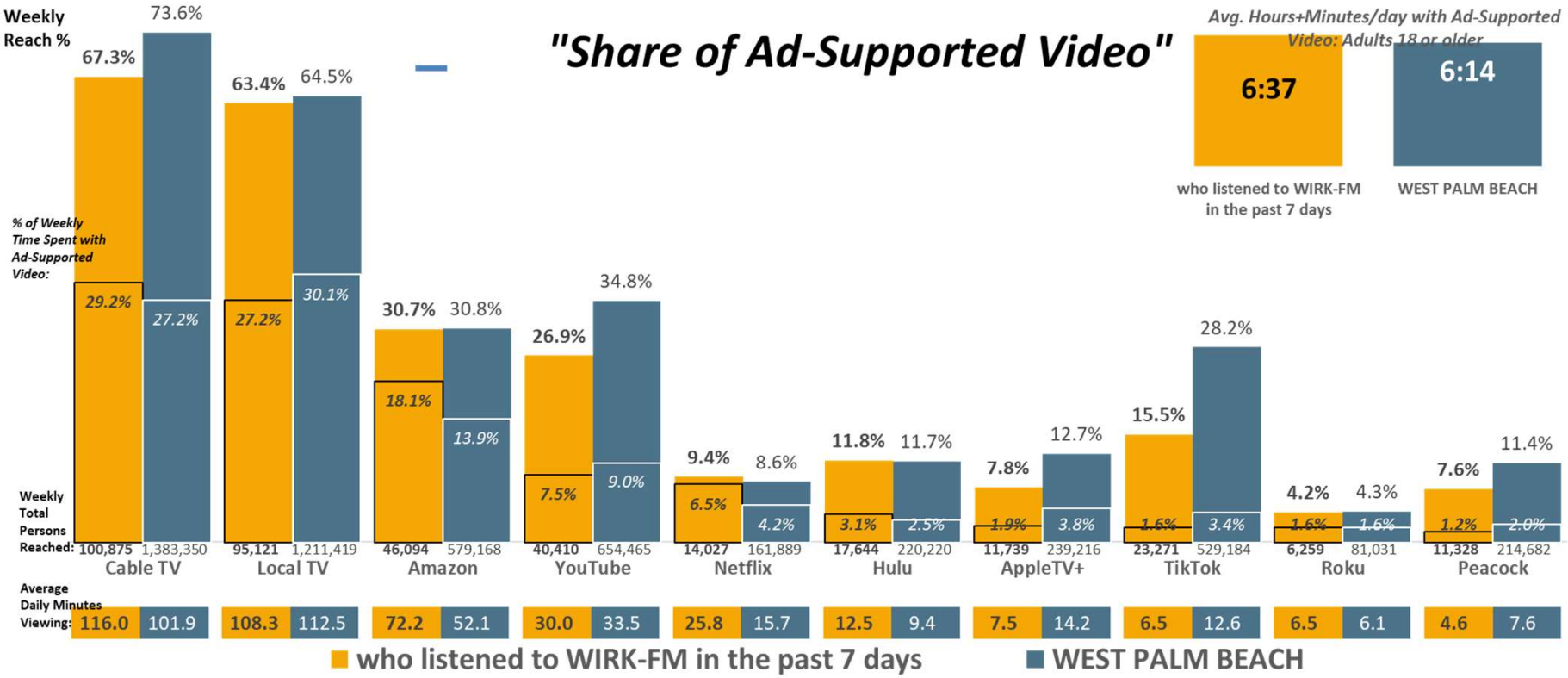
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 263 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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(Radio Stations: WEAT-FM)

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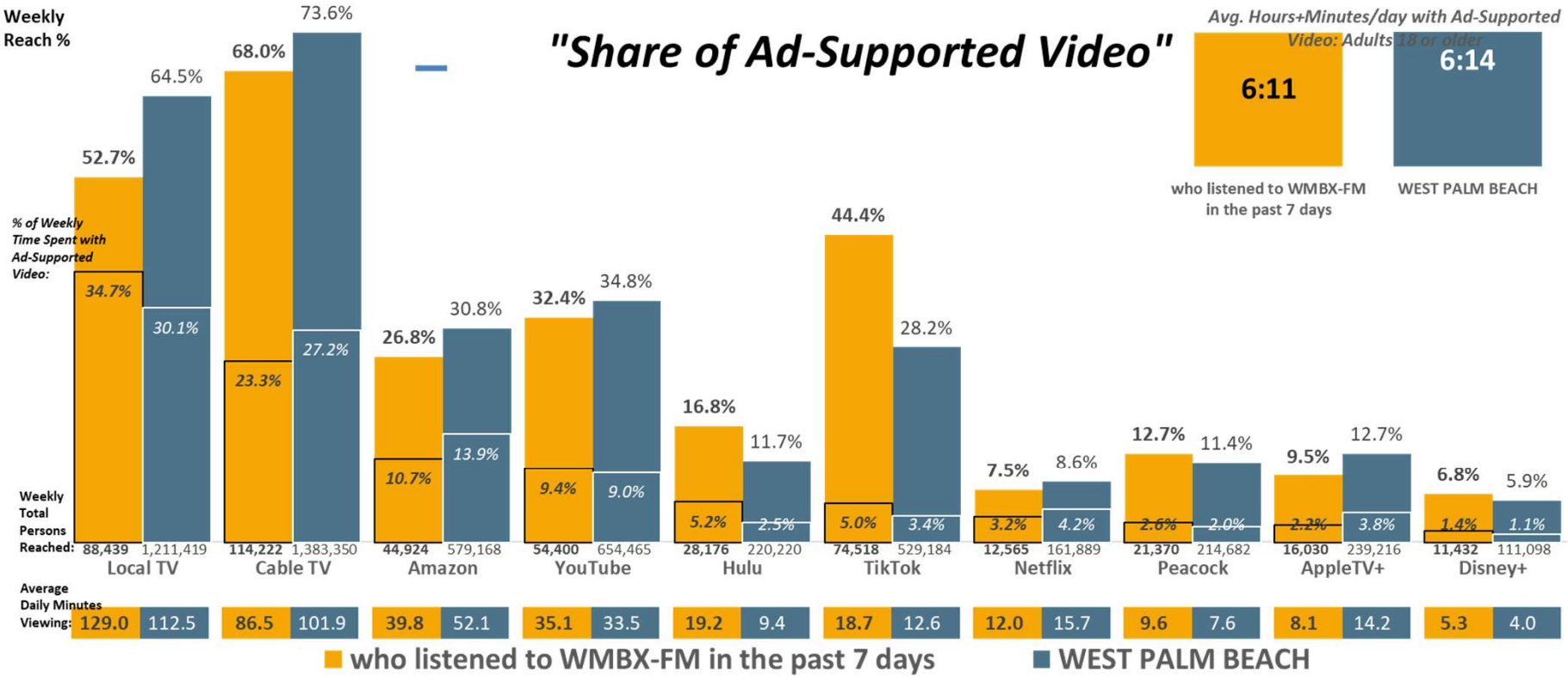
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 197 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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(Radio Stations: WIRK-FM)

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WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 167 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

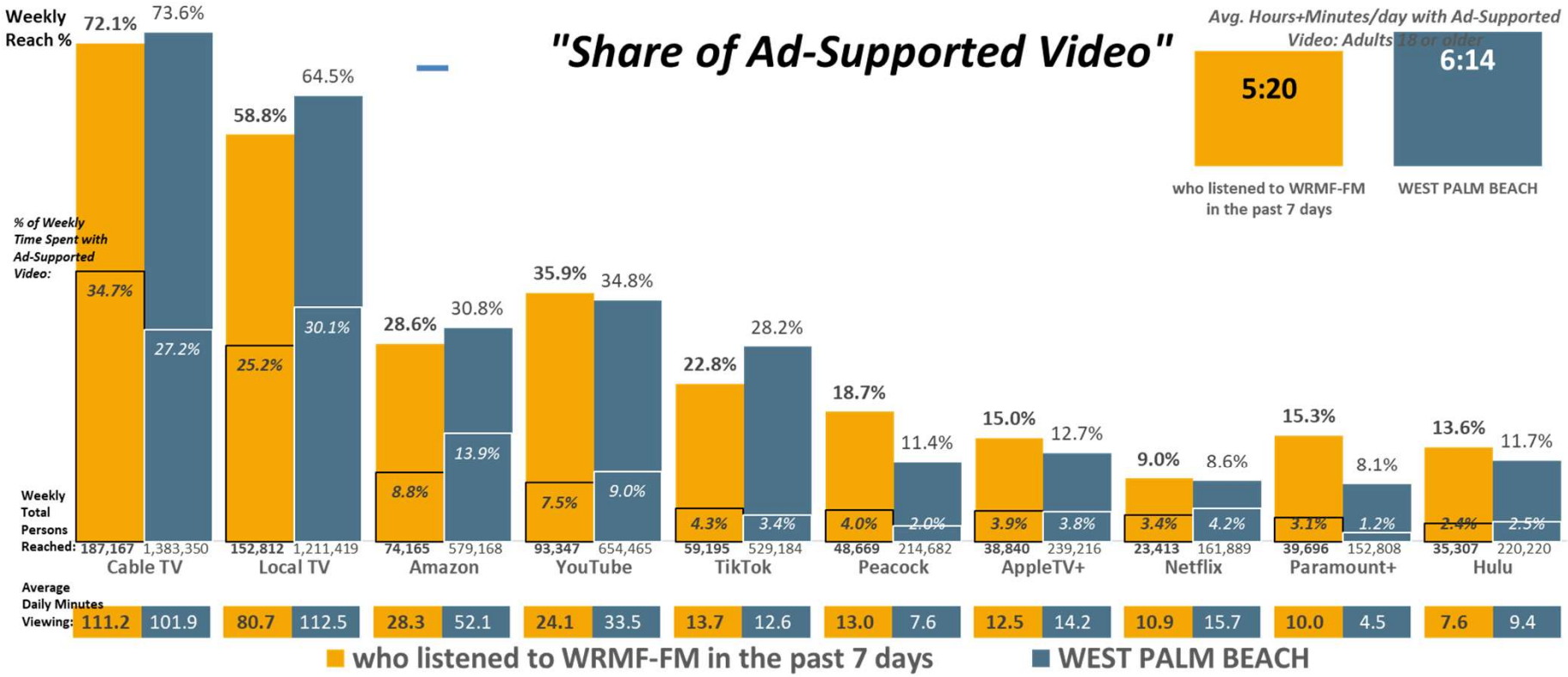
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(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

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WEST PALM BEACH DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 268 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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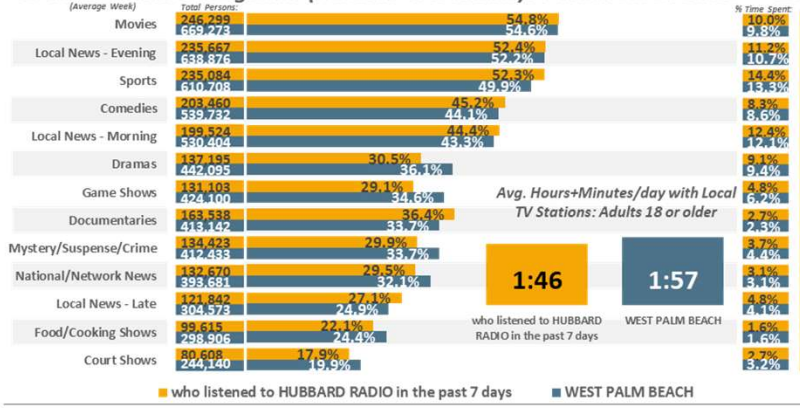
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(Radio Stations: WRMF-FM)

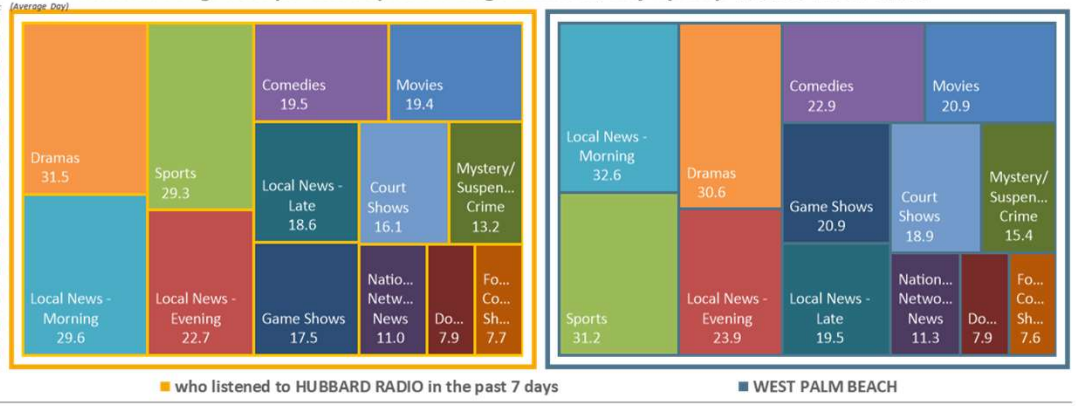
HUBBARD RADIO

444,403 or 63.8% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Local News - Evening, Local News - Morning, Comedies, and Dramas.

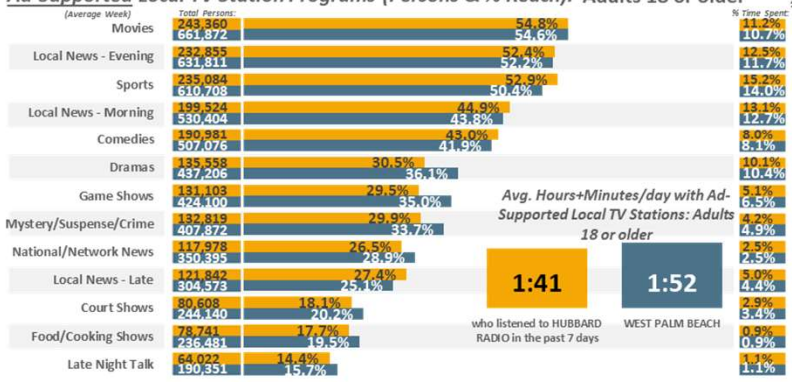
Local TV Station Programs (Persons & % Reach): Adults 18 or older



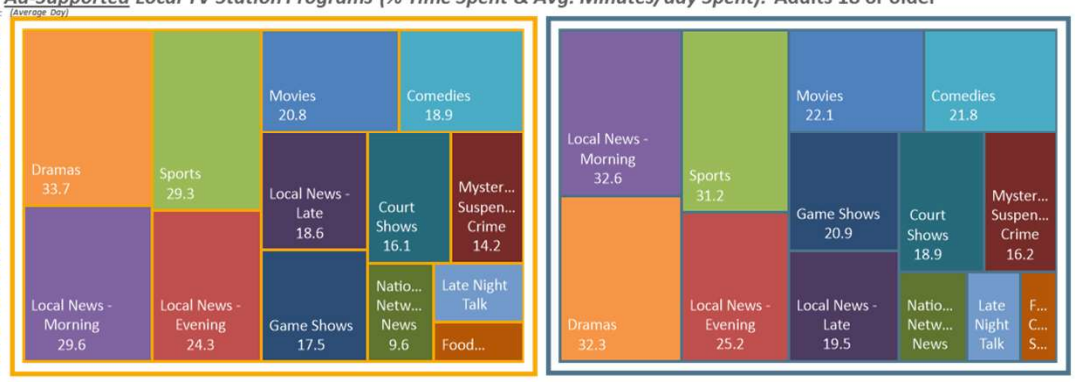
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 799

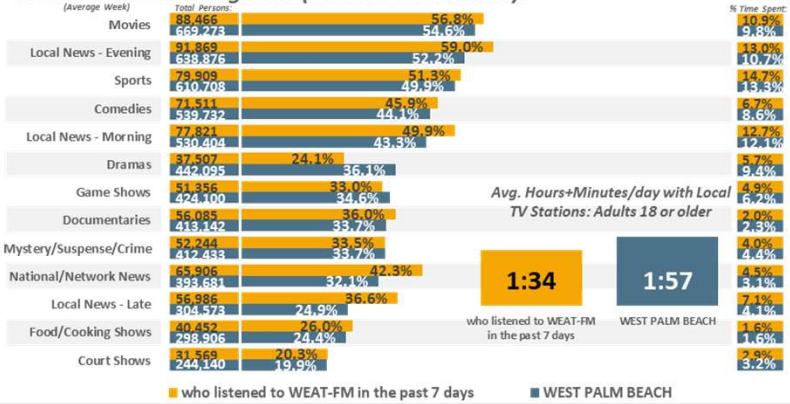
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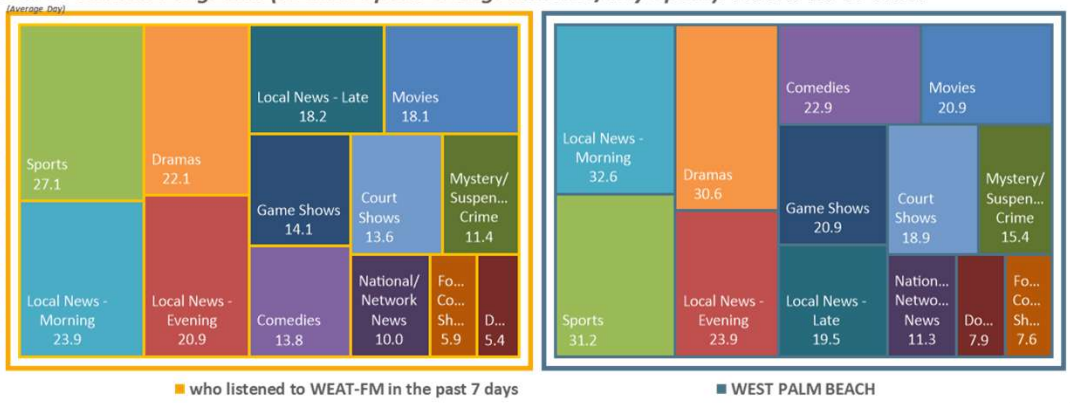
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM)

154,688 or 75.9% of Adults 18 or older who listened to WEAT-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Sports, Local News - Morning, Comedies, and National/Network News.

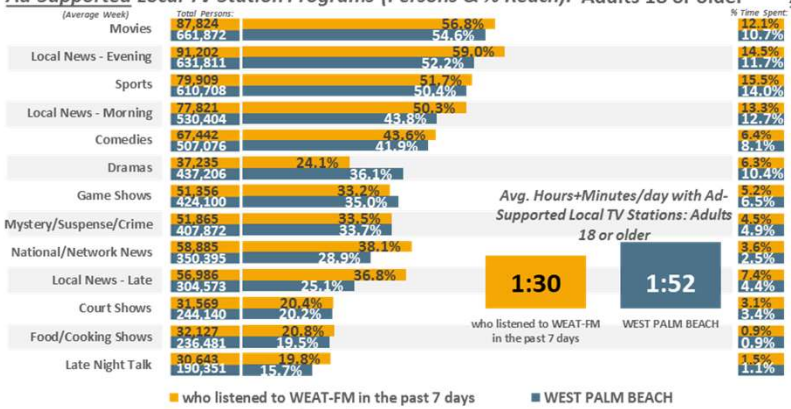
Local TV Station Programs (Persons & % Reach): Adults 18 or older



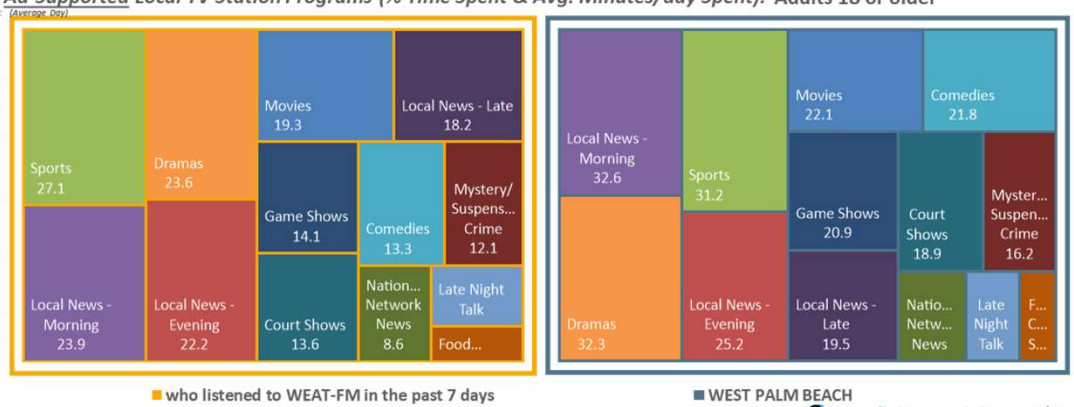
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 263

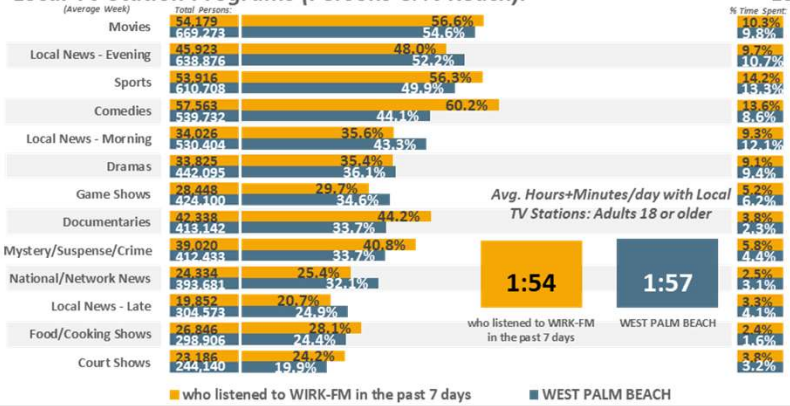
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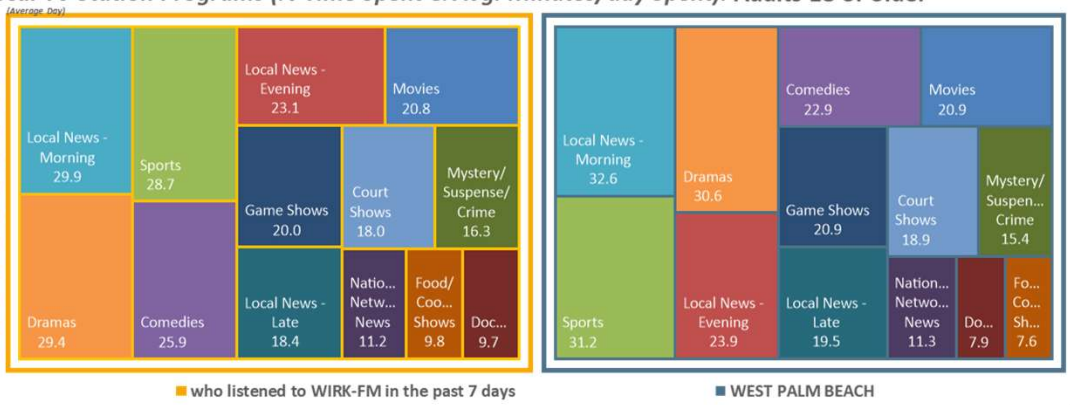
(Radio Stations: WEAT-FM)

95,121 or 63.4% of Adults 18 or older who listened to WIRK-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Movies, Local News - Evening, Mystery/Suspense/Crime, and Local News - Morning.

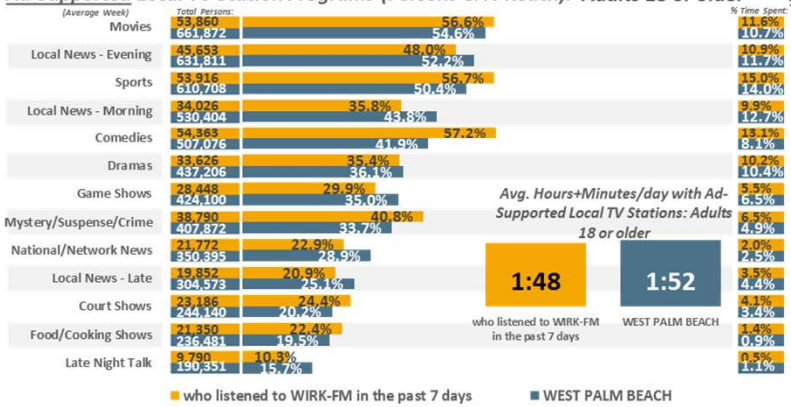
Local TV Station Programs (Persons & % Reach): Adults 18 or older



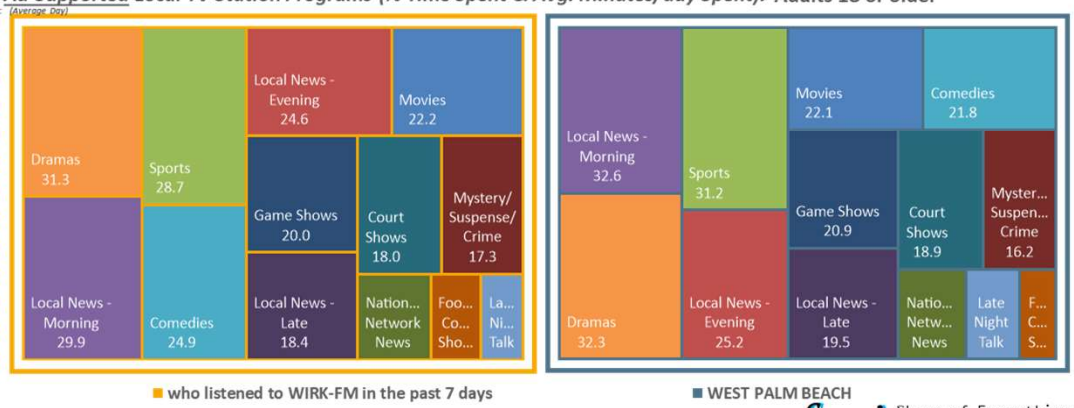
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 197

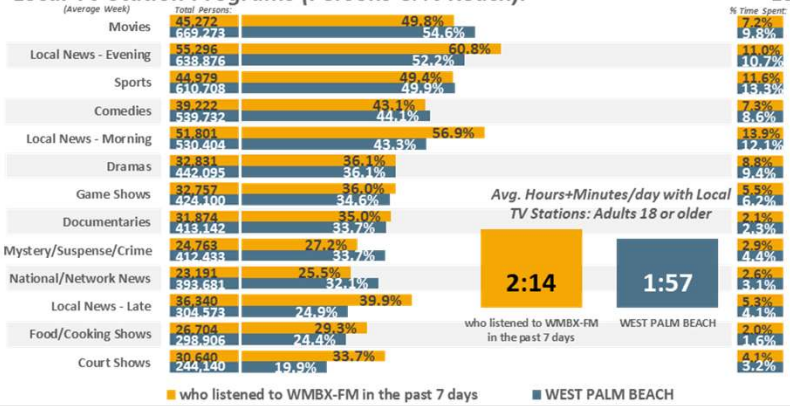
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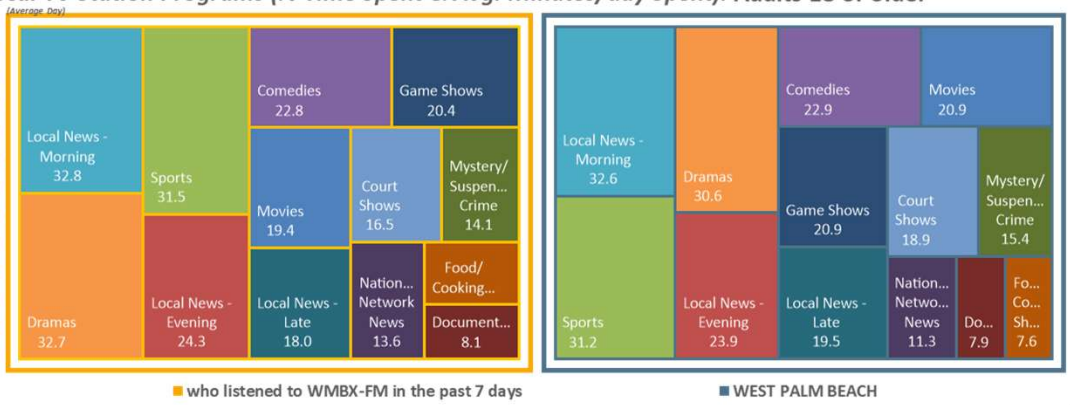
(Radio Stations: WIRK-FM)

88,439 or 52.7% of Adults 18 or older who listened to WMBX-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Movies, Local News - Late, and Comedies.

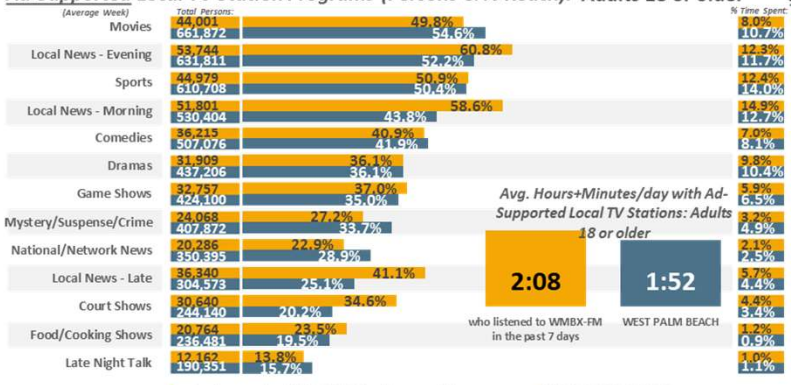
Local TV Station Programs (Persons & % Reach): Adults 18 or older



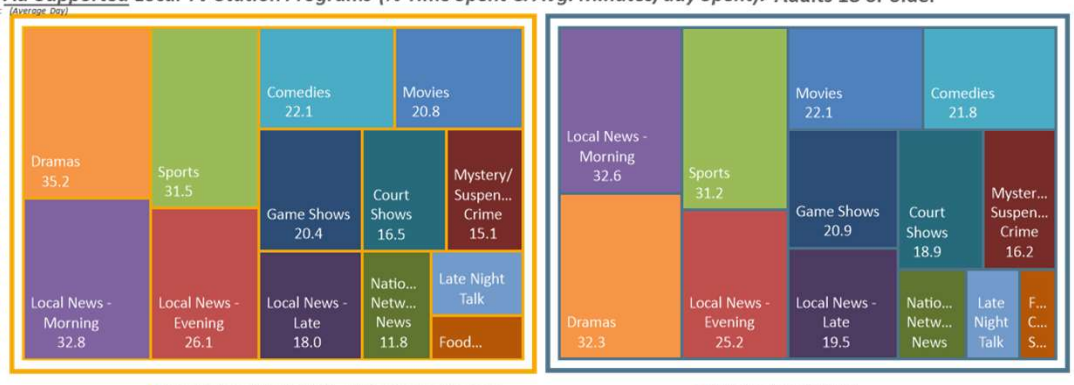
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 167

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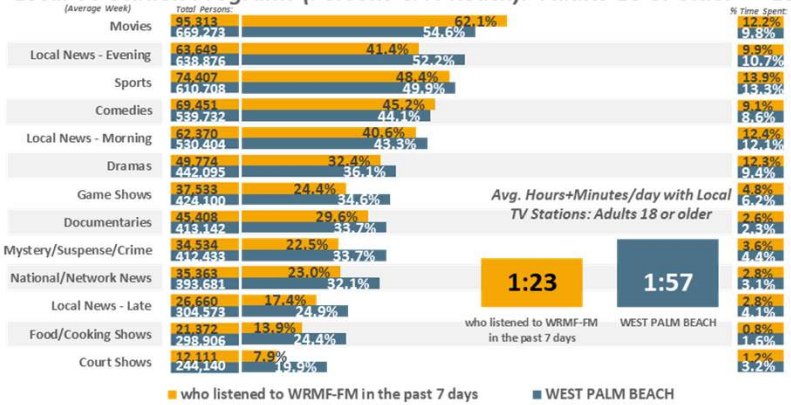
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(Radio Stations: WMBX-FM)

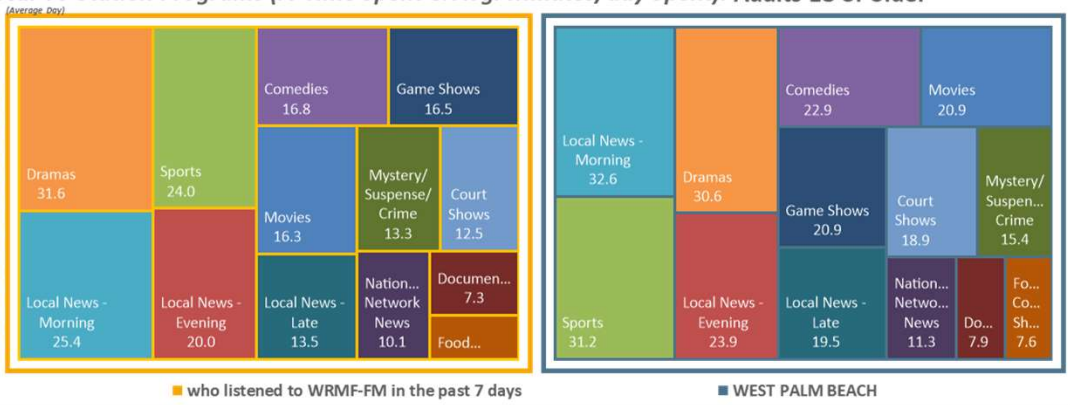
97.9 wrmf
2000's, 10's & today

152,812 or 58.8% of Adults 18 or older who listened to WRMF-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Comedies, Local News - Evening, Local News - Morning, and Dramas.

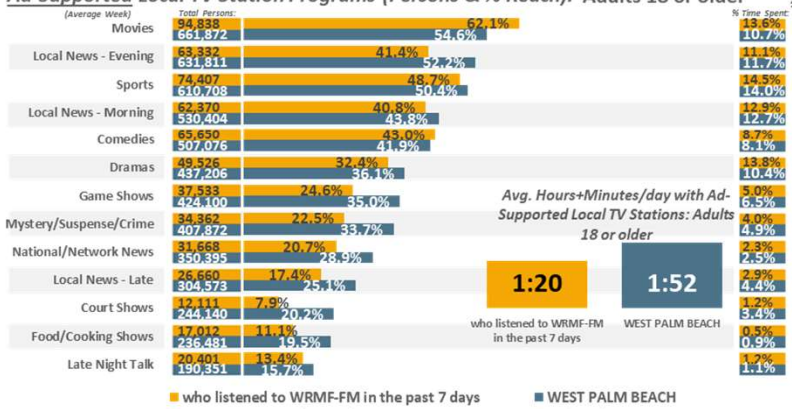
Local TV Station Programs (Persons & % Reach): Adults 18 or older



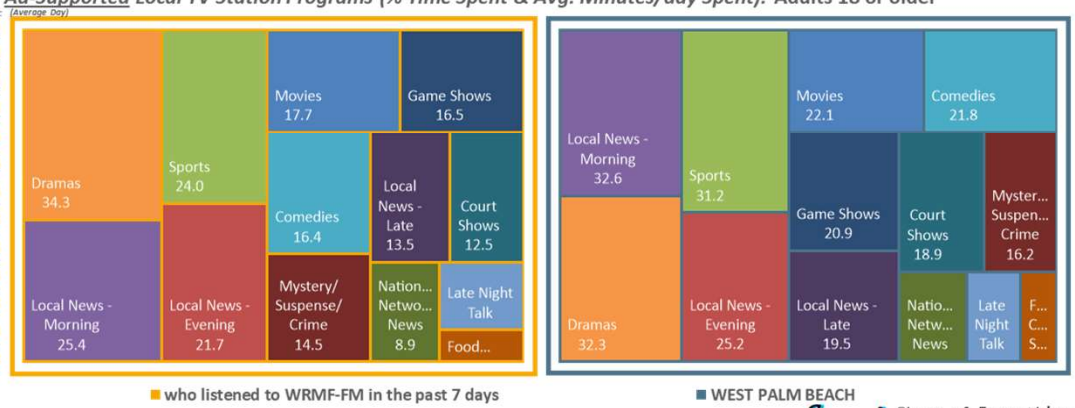
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 268

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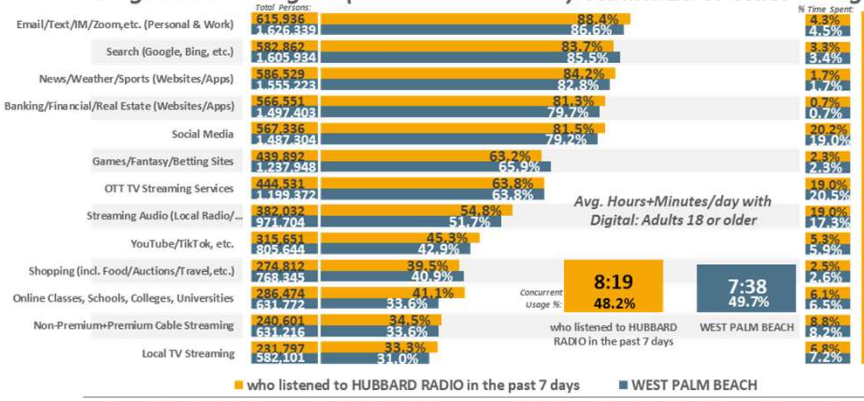
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(Radio Stations: WRMF-FM)

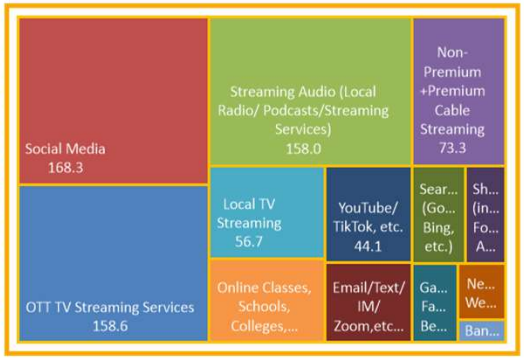
HUBBARD RADIO

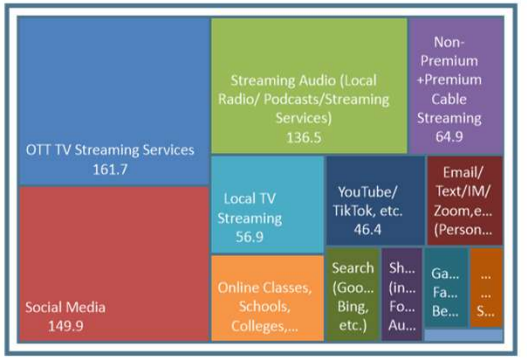
488,396 or 70.1% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days use Ad-Supported Social Media for an average of 144.9 minutes every day representing 23.2% of all time spent daily with Ad-Supported Digital Media.

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

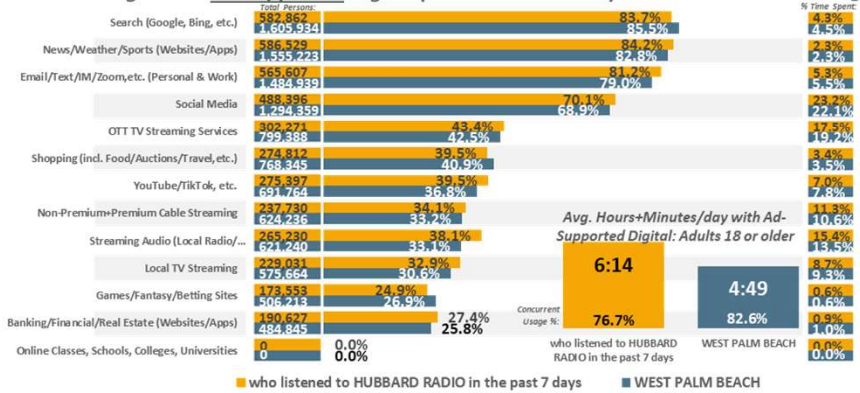


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

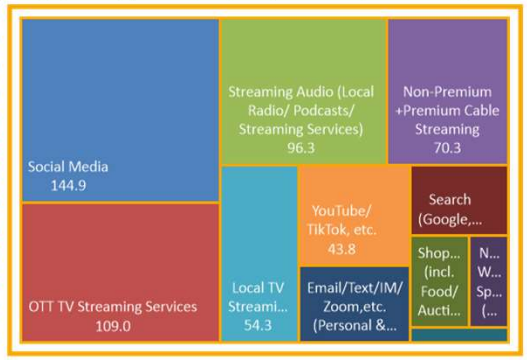


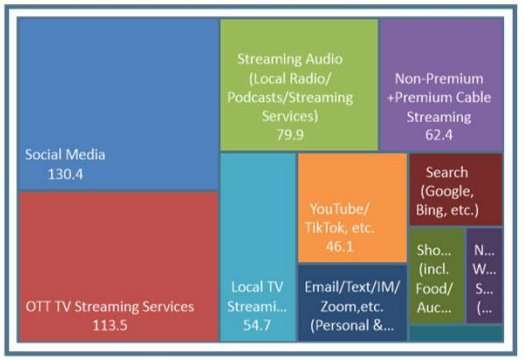


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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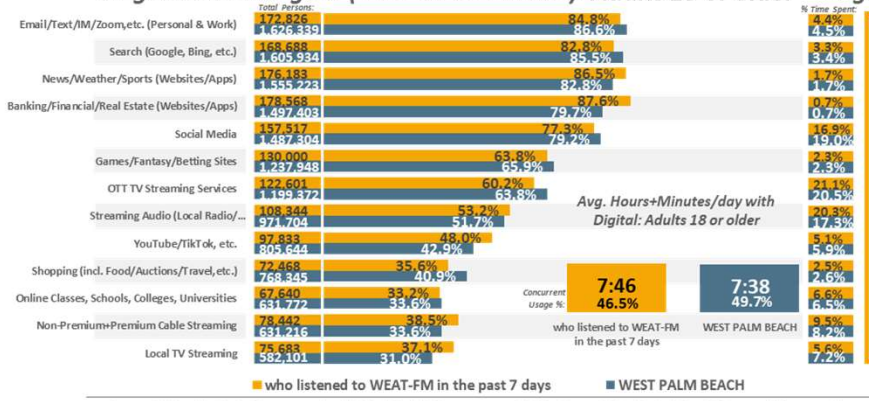
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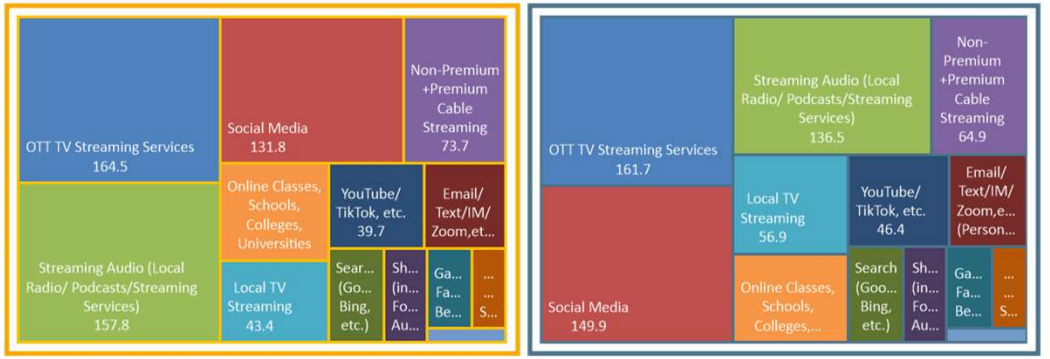
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM)

138,927 or 68.2% of Adults 18 or older who listened to WEAT-FM in the past 7 days use Ad-Supported Social Media for an average of 116.3 minutes every day representing 19.8% of all time spent daily with Ad-Supported Digital Media.

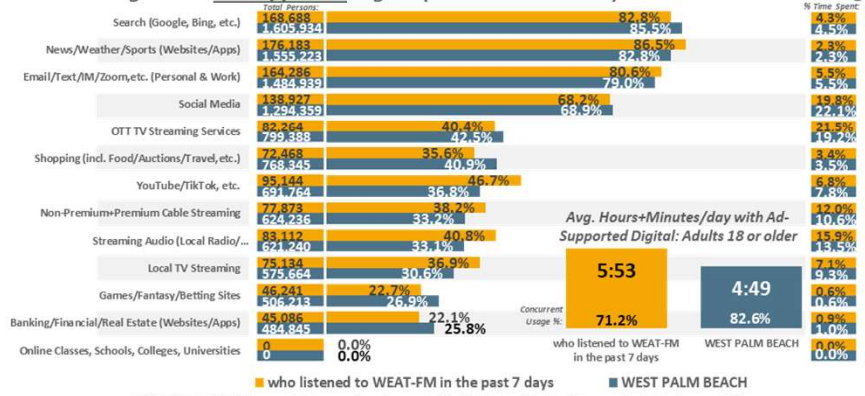
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



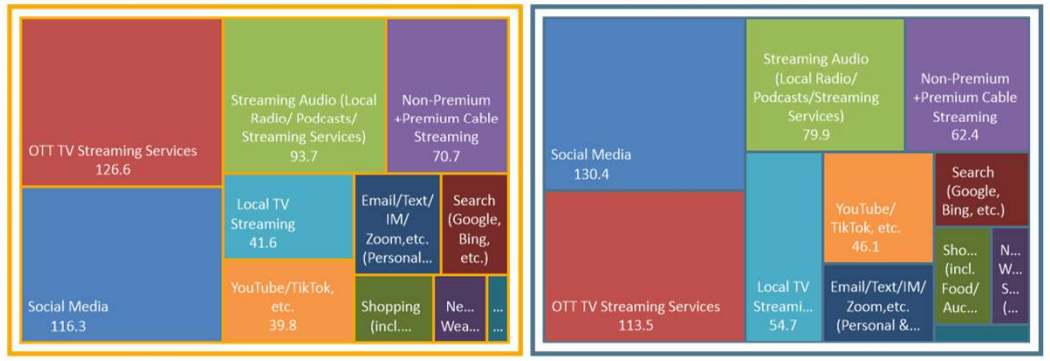
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 263

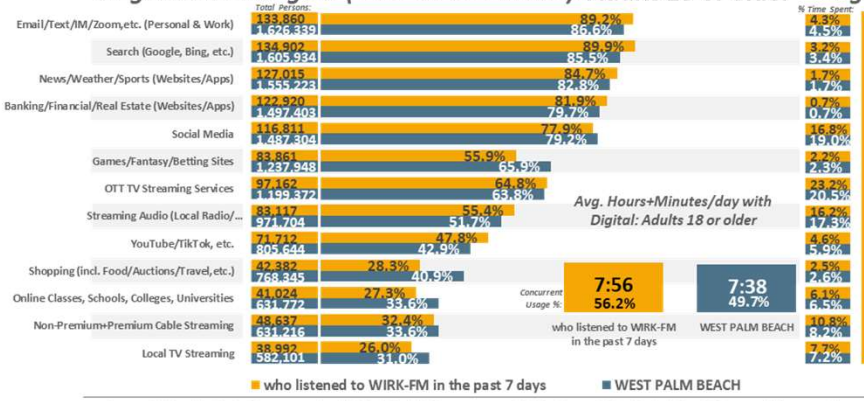
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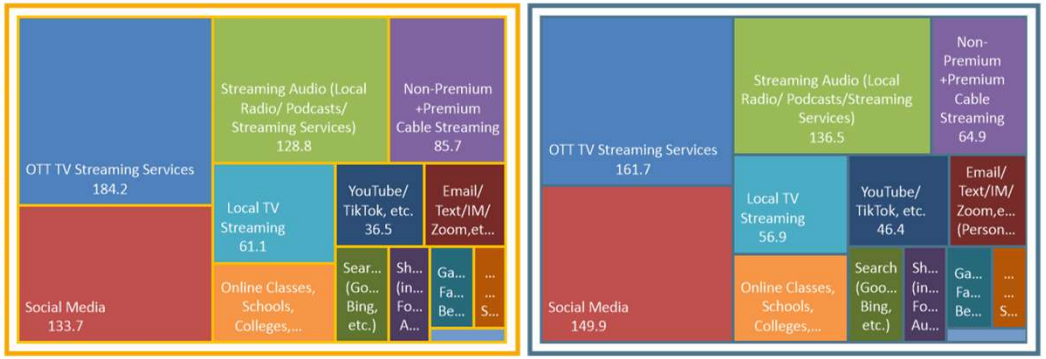
(Radio Stations: WEAT-FM)

86,678 or 57.8% of Adults 18 or older who listened to WIRK-FM in the past 7 days use Ad-Supported Social Media for an average of 99.2 minutes every day representing 16.8% of all time spent daily with Ad-Supported Digital Media.

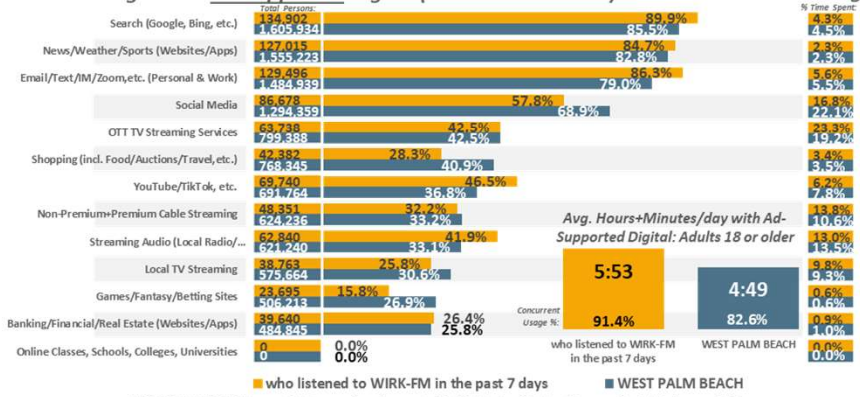
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



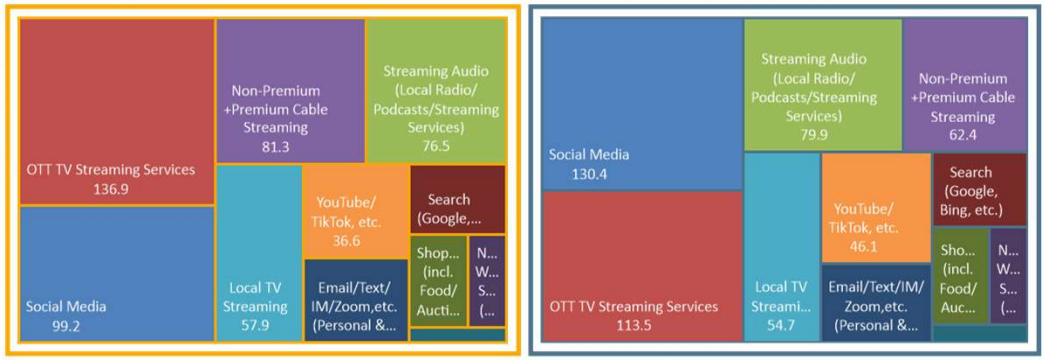
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 197

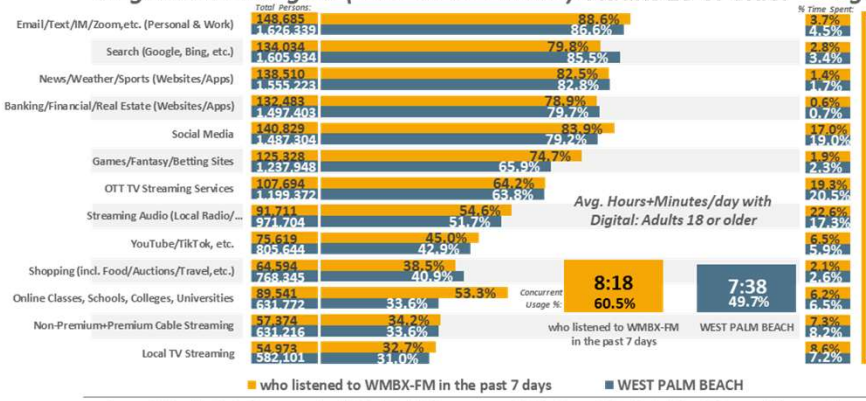
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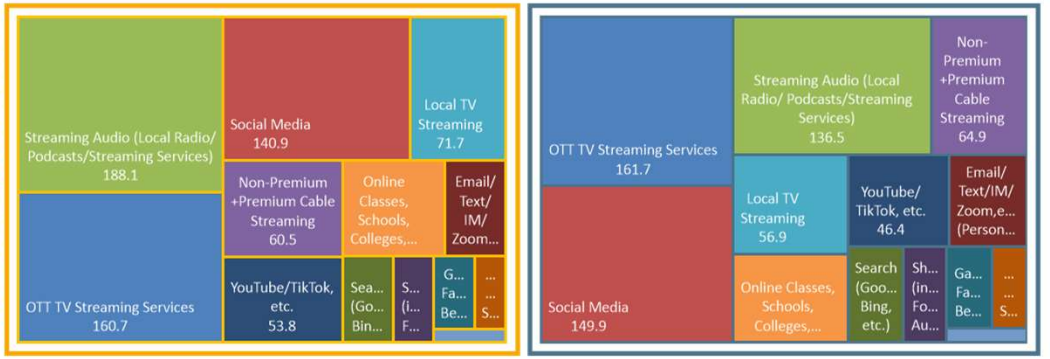
(Radio Stations: WIRK-FM)

126,106 or 75.1% of Adults 18 or older who listened to WMBX-FM in the past 7 days use Ad-Supported Social Media for an average of 126.2 minutes every day representing 21.1% of all time spent daily with Ad-Supported Digital Media.

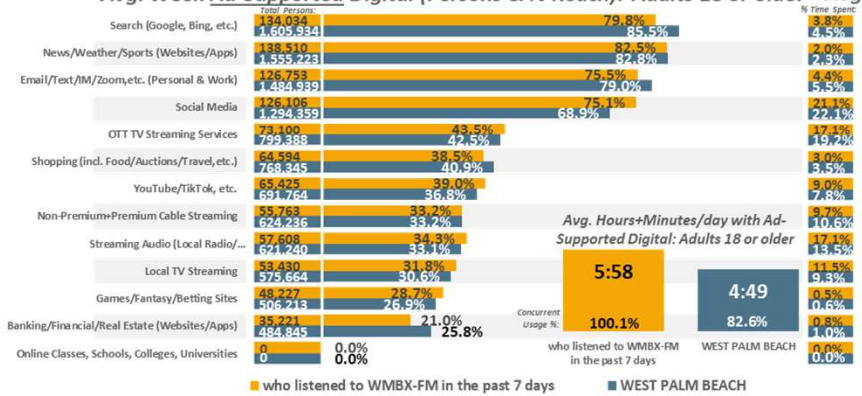
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



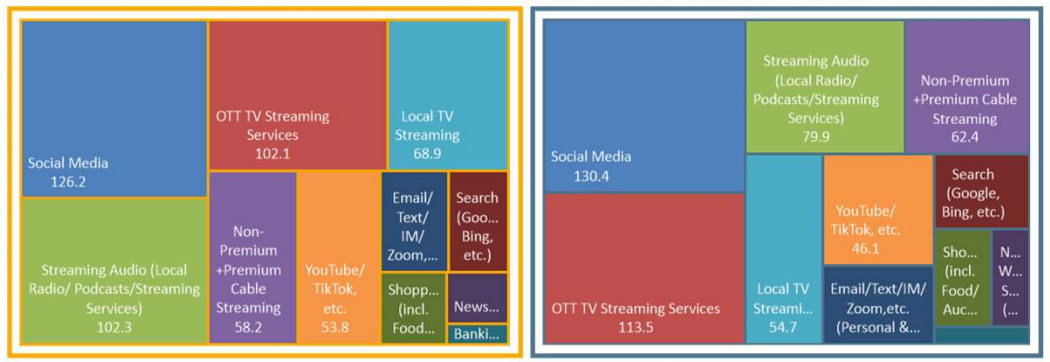
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 167

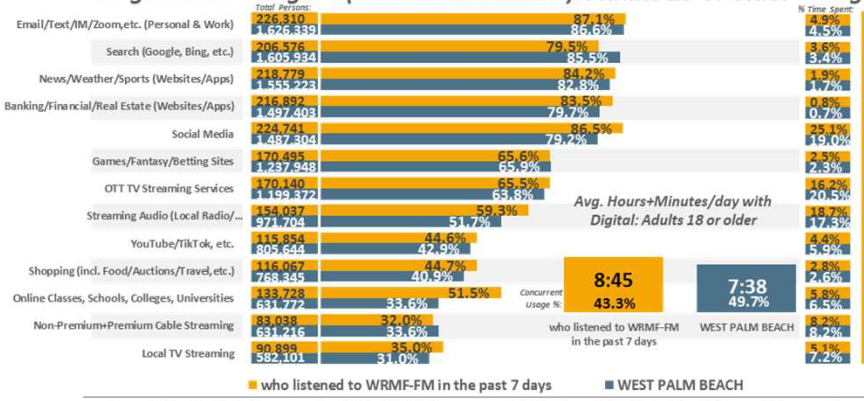
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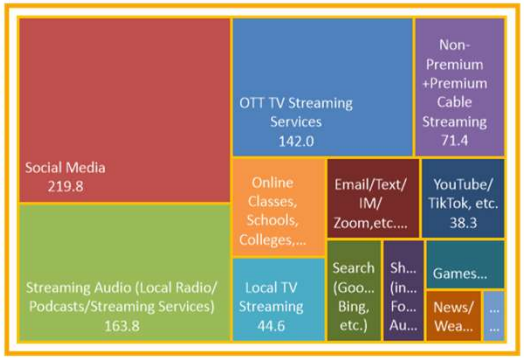
(Radio Stations: WMBX-FM)

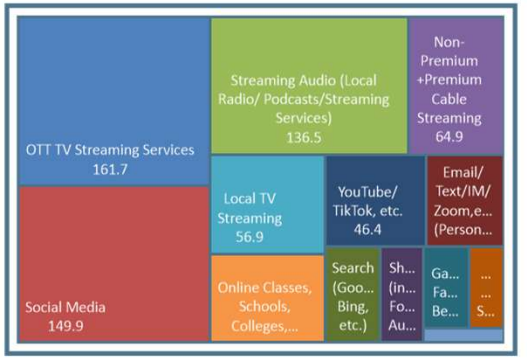
195,902 or 75.4% of Adults 18 or older who listened to WRMF-FM in the past 7 days use Ad-Supported Social Media for an average of 191.6 minutes every day representing 28.7% of all time spent daily with Ad-Supported Digital Media.

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

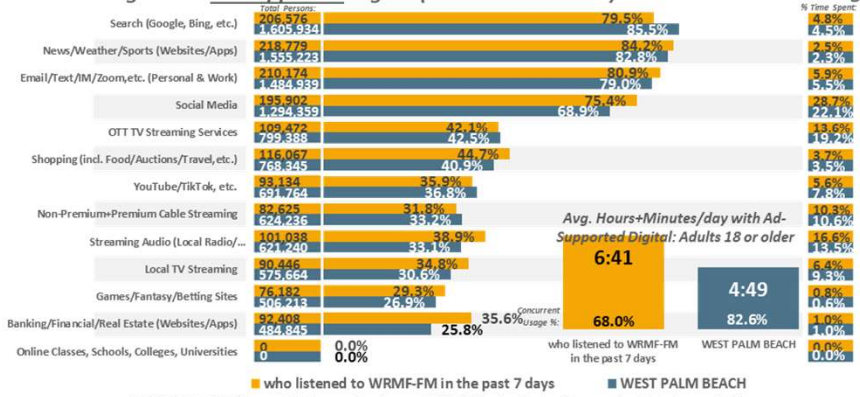


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

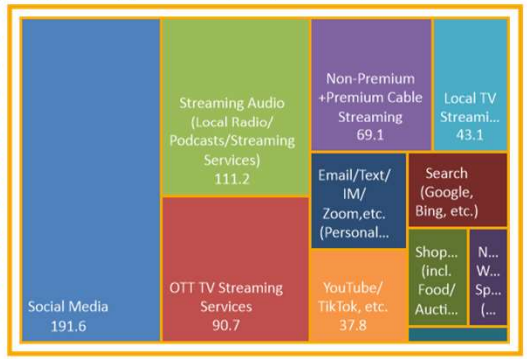


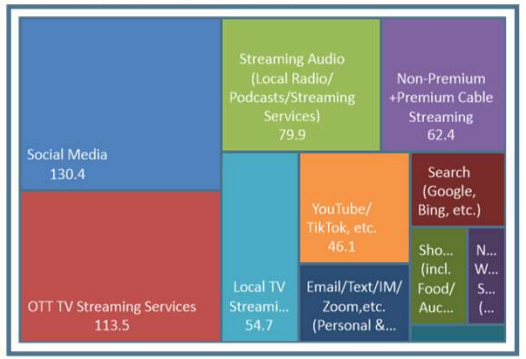


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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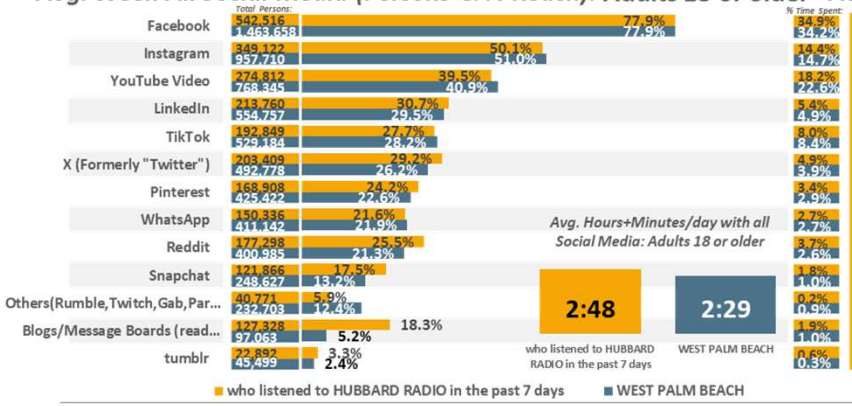
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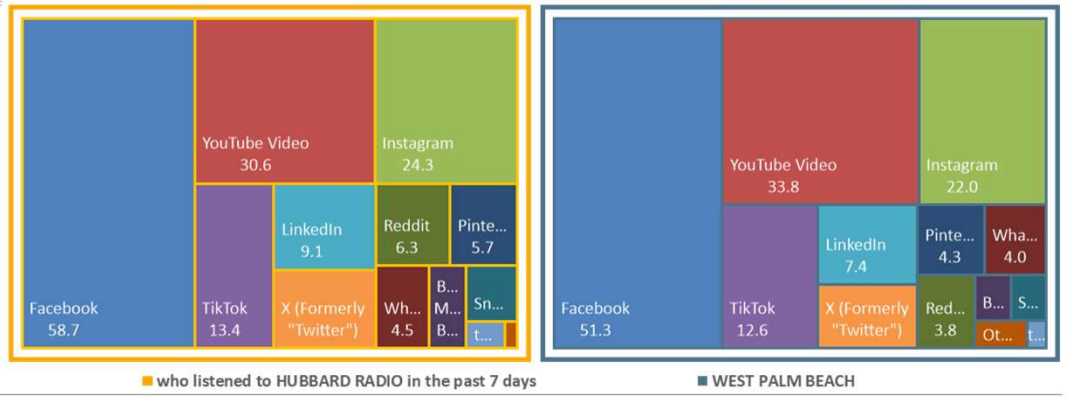
(Radio Stations: WRMF-FM)

488,396 or 70.1% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 48.8 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.

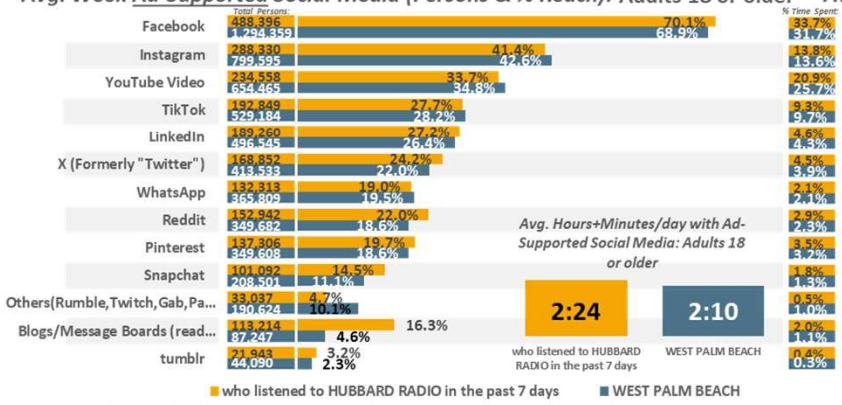
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



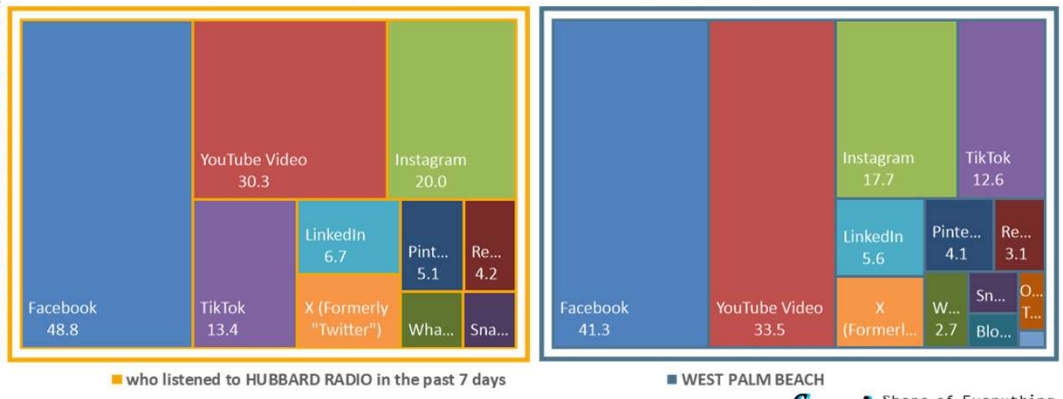
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 799

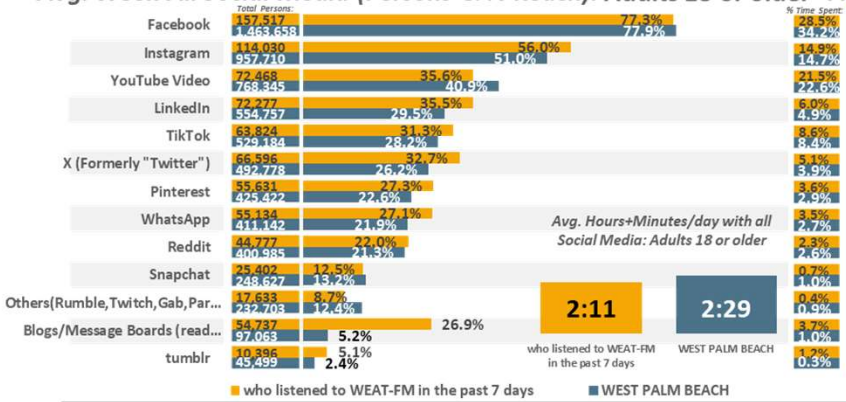
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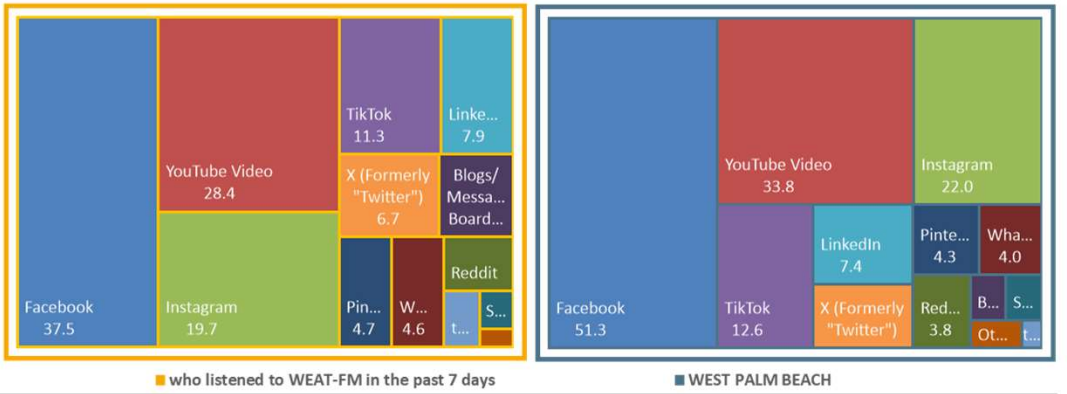
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM)

138,927 or 68.2% of Adults 18 or older who listened to WEAT-FM in the past 7 days use Ad-Supported Facebook for an average of 33.1 minutes every day representing 28.5% of all time spent daily with Ad-Supported Social Media.

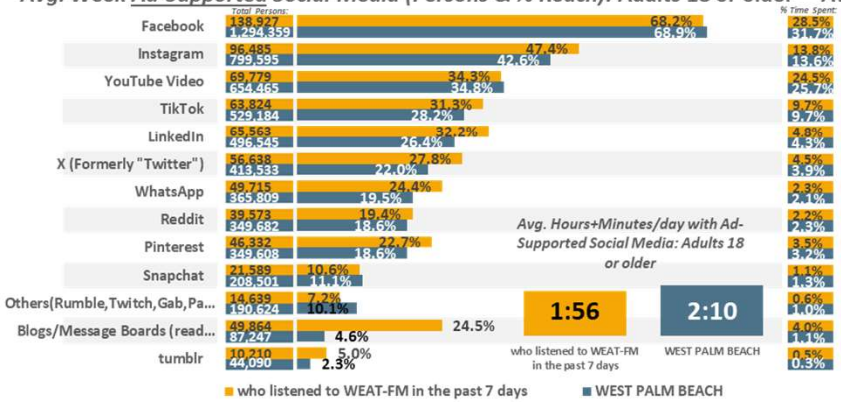
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



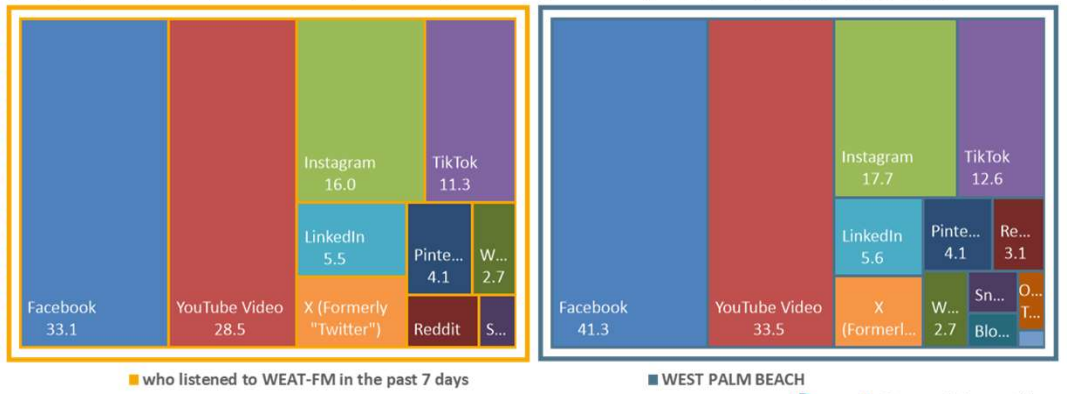
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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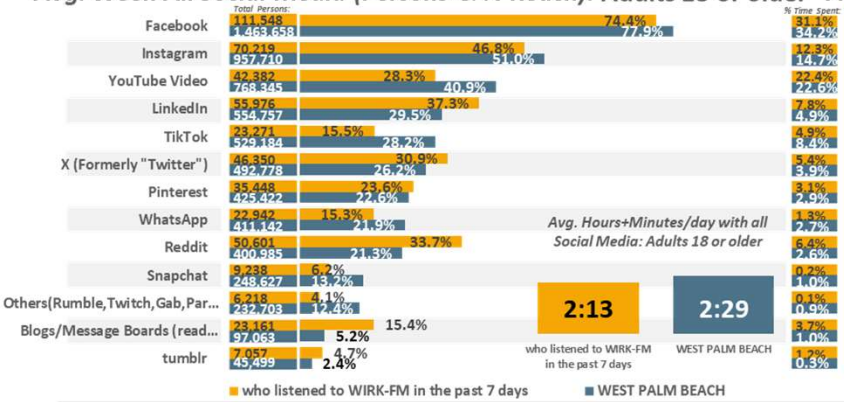
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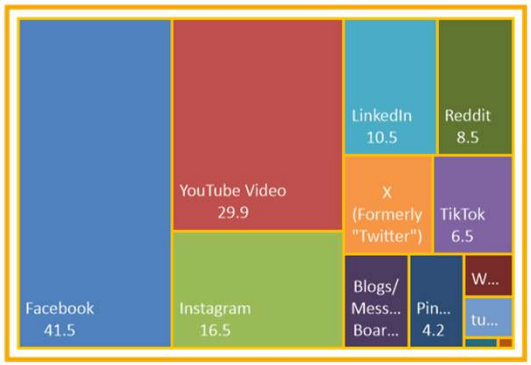
(Radio Stations: WEAT-FM)

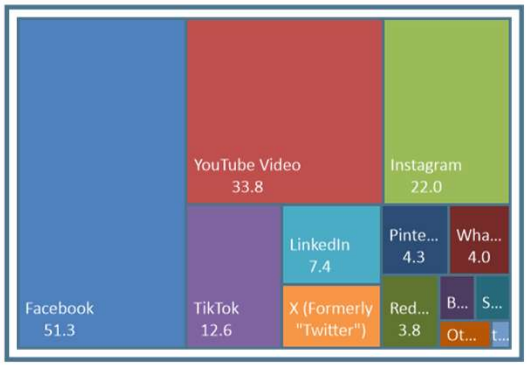
40,410 or 26.9% of Adults 18 or older who listened to WIRK-FM in the past 7 days use Ad-Supported YouTube Video for an average of 30. minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.

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

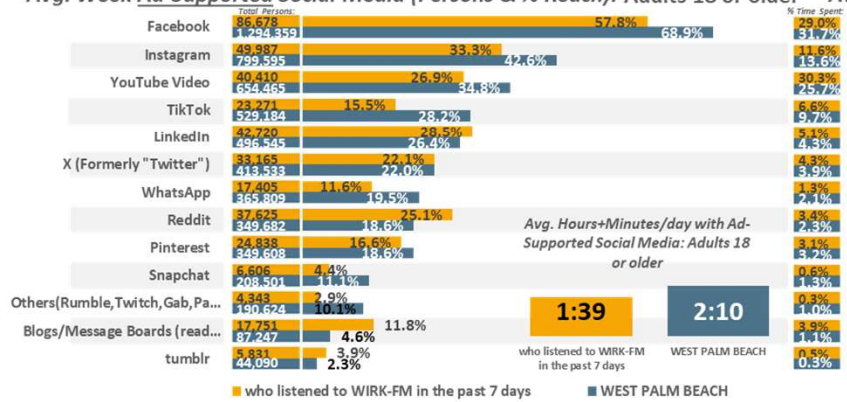


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

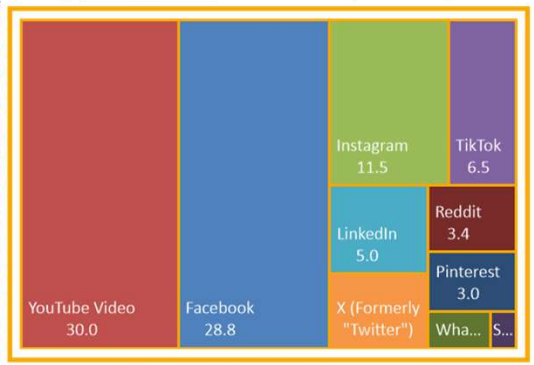


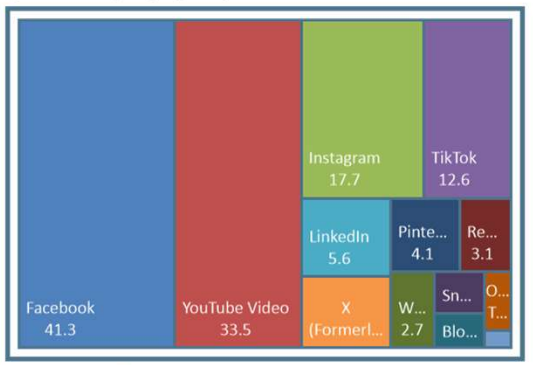


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 197

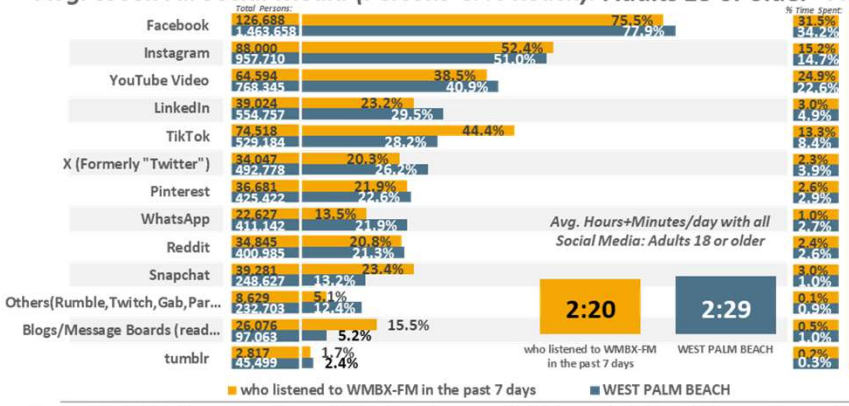
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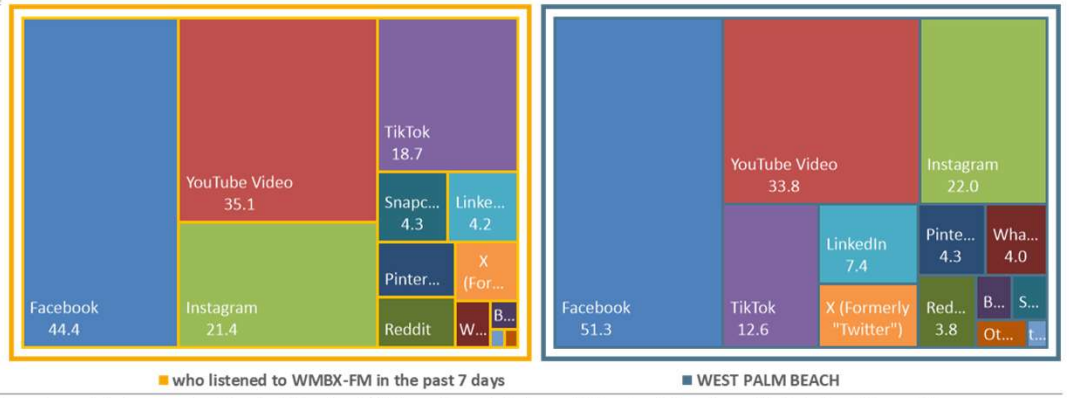
(Radio Stations: WIRK-FM)

126,106 or 75.1% of Adults 18 or older who listened to WMBX-FM in the past 7 days use Ad-Supported Facebook for an average of 37.9 minutes every day representing 30.1% of all time spent daily with Ad-Supported Social Media.

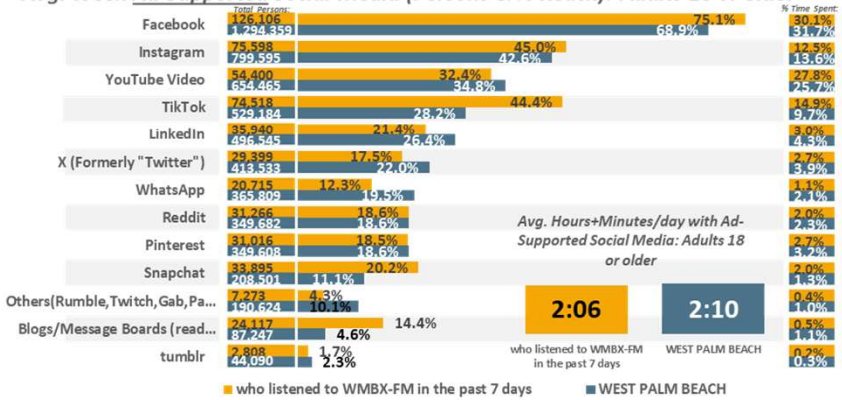
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



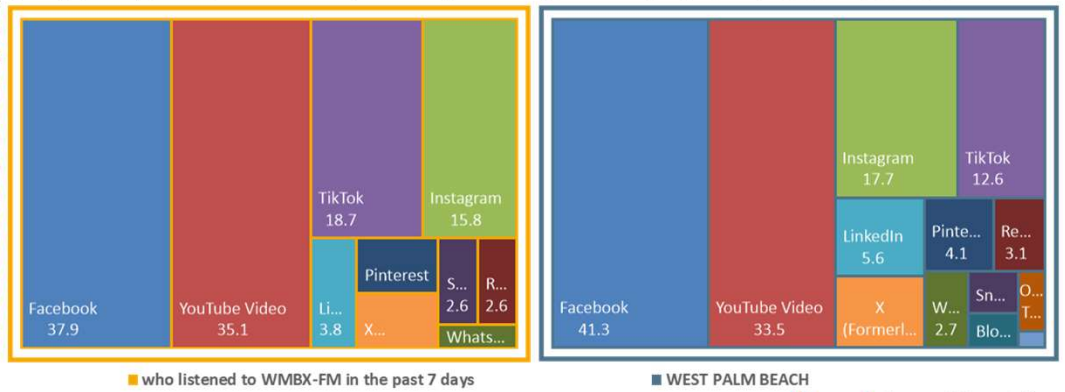
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 167

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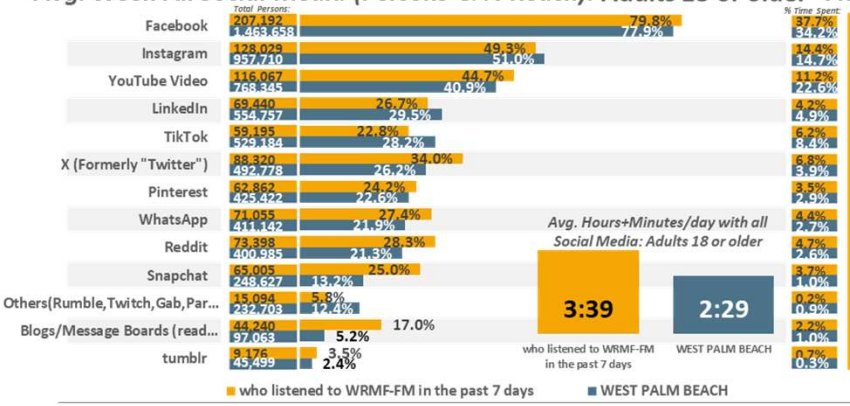
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(Radio Stations: WMBX-FM)

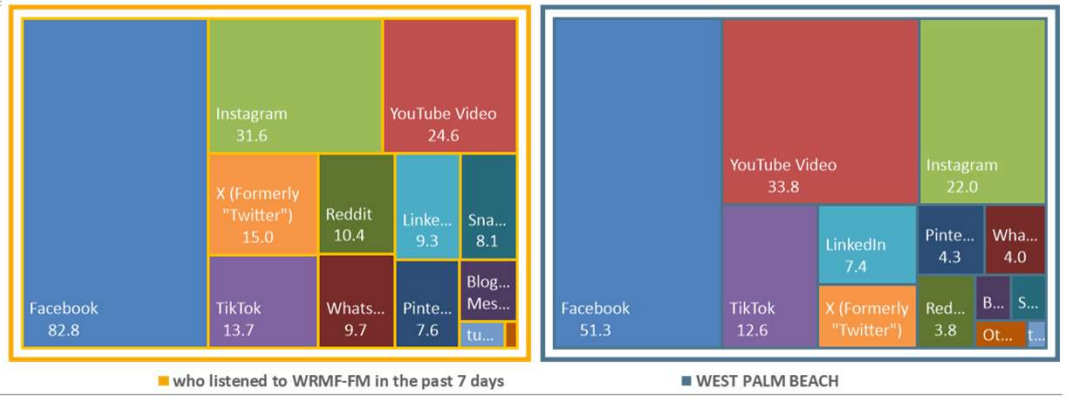
97.9 wrmf
2000's, 10's & today

195,902 or 75.4% of Adults 18 or older who listened to WRMF-FM in the past 7 days use Ad-Supported Facebook for an average of 74.8 minutes every day representing 39.% of all time spent daily with Ad-Supported Social Media.

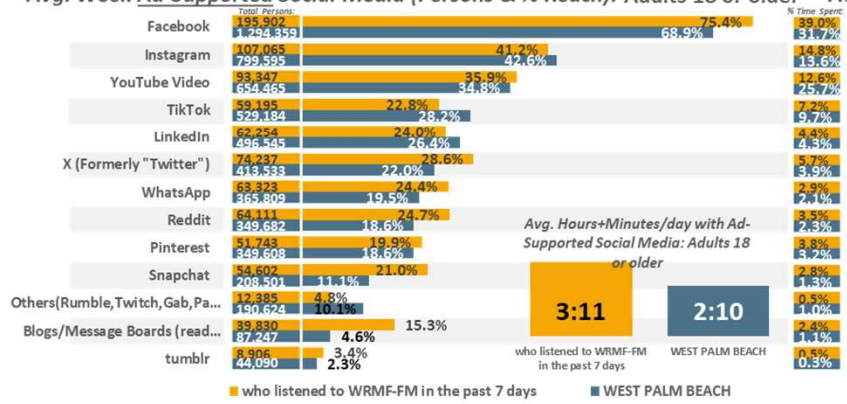
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



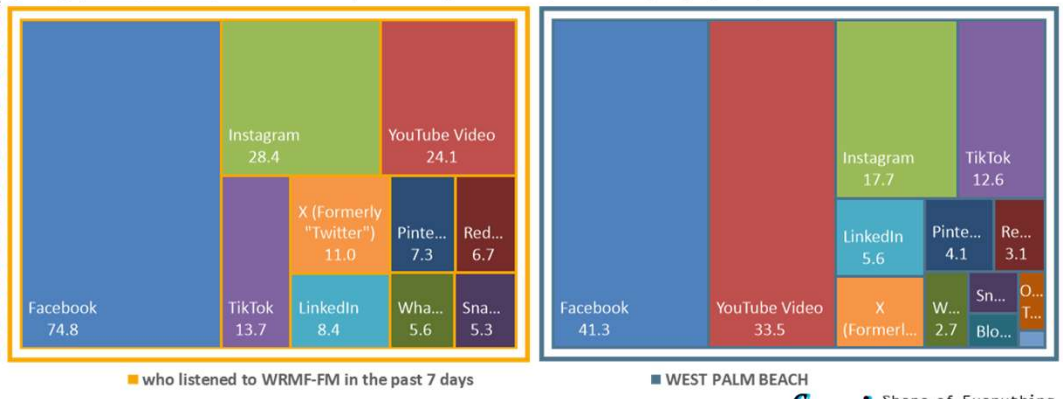
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



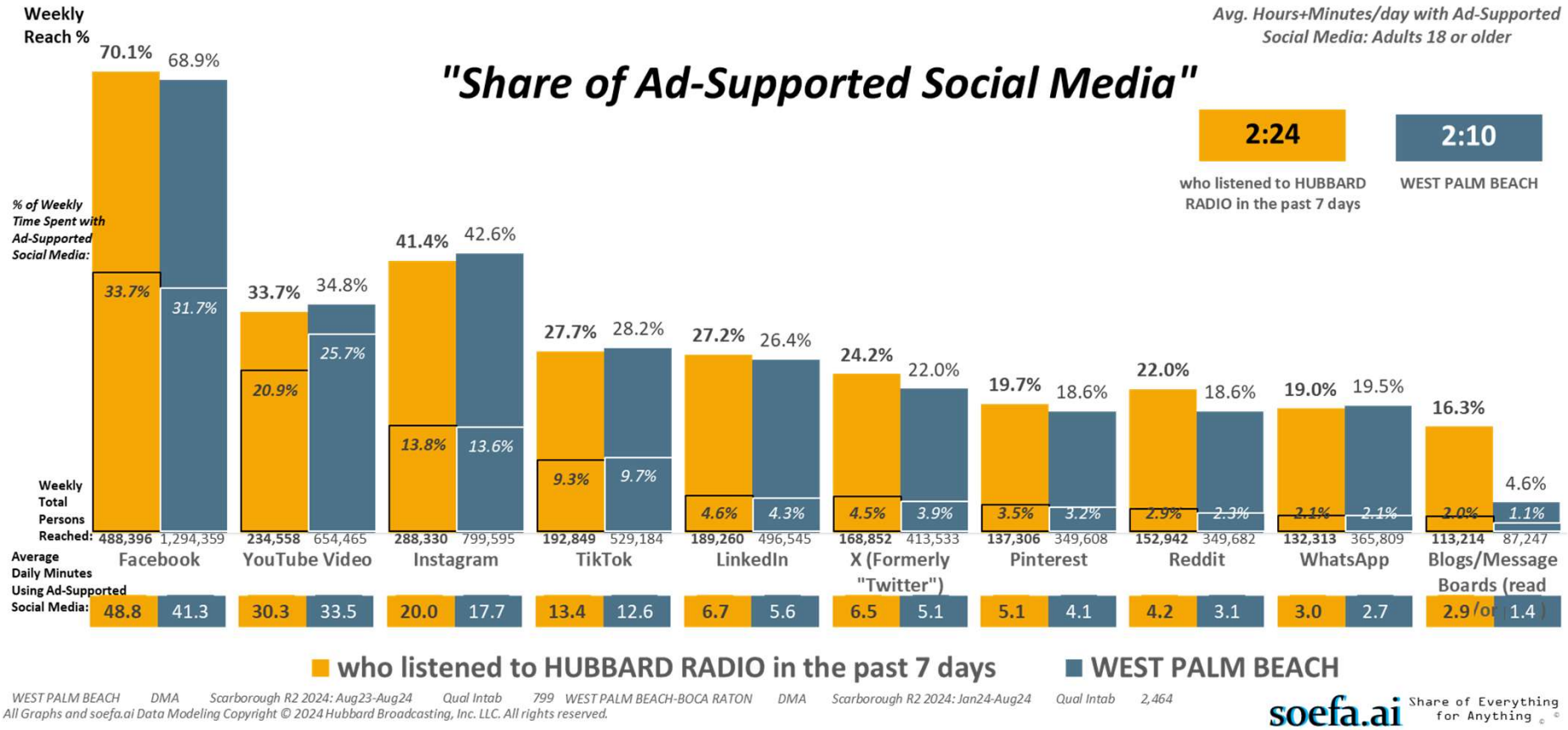
WEST PALM BEACH DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 268

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(Radio Stations: WRMF-FM)

488,396 or 70.1% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 48.8 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.



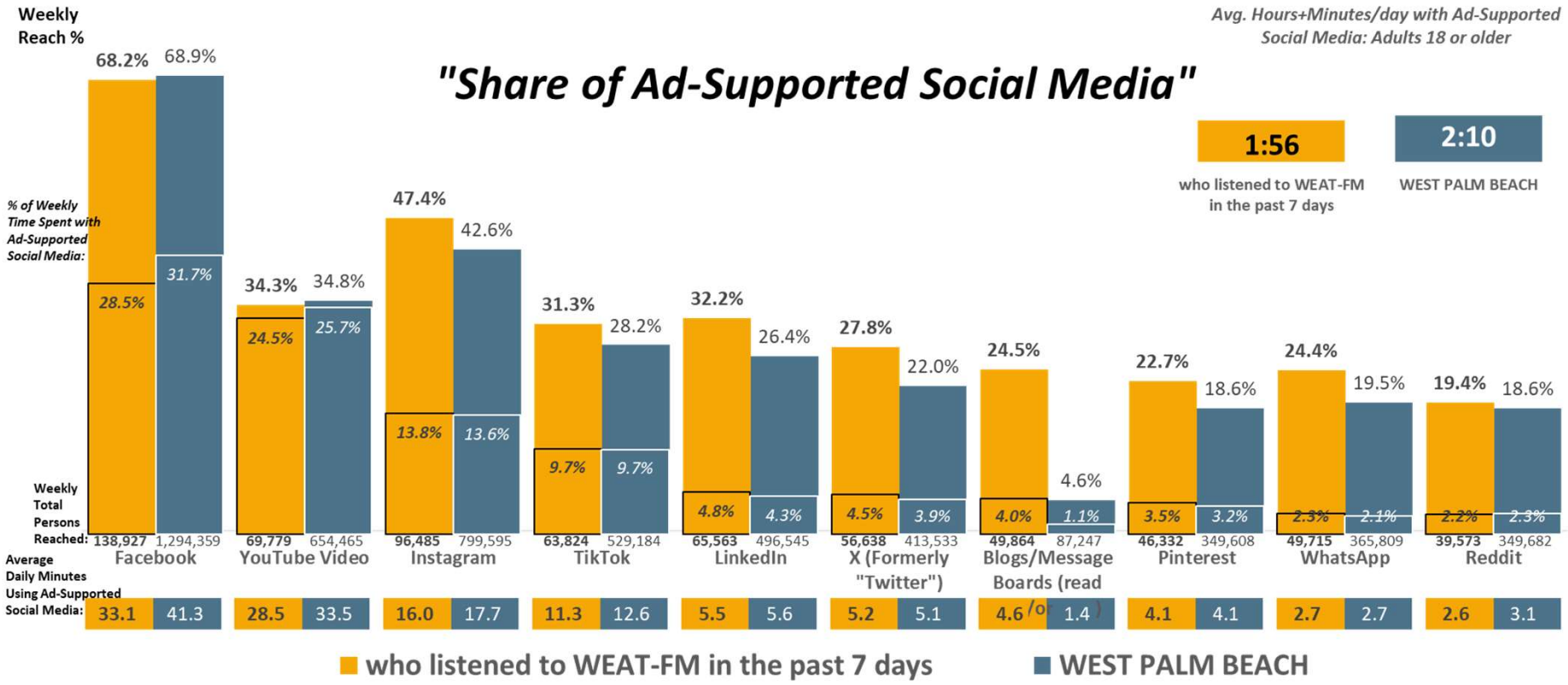
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 799 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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138,927 or 68.2% of Adults 18 or older who listened to WEAT-FM in the past 7 days use Ad-Supported Facebook for an average of 33.1 minutes every day representing 28.5% of all time spent daily with Ad-Supported Social Media.



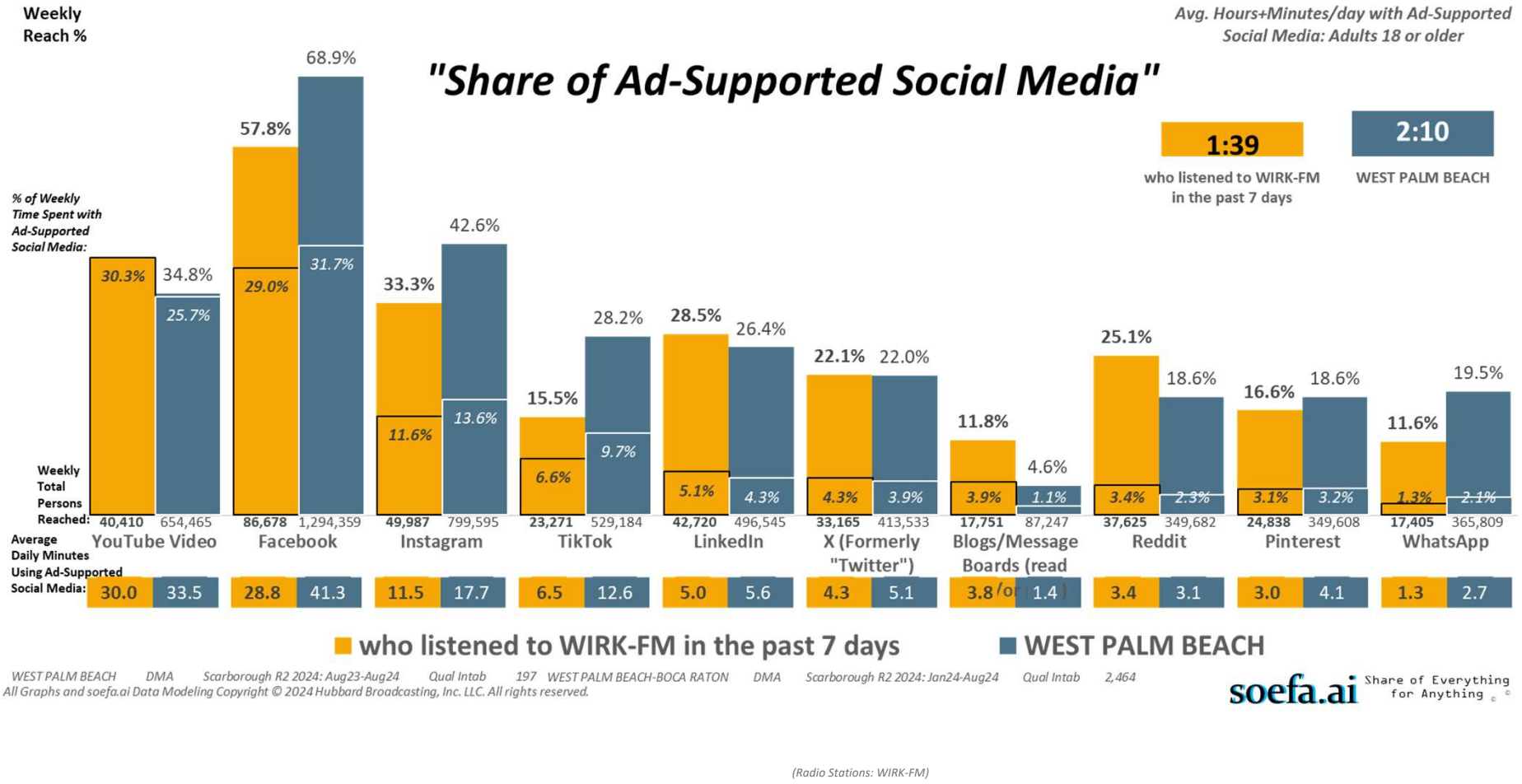
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 263 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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(Radio Stations: WEAT-FM)

40,410 or 26.9% of Adults 18 or older who listened to WIRK-FM in the past 7 days use Ad-Supported YouTube Video for an average of 30. minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.



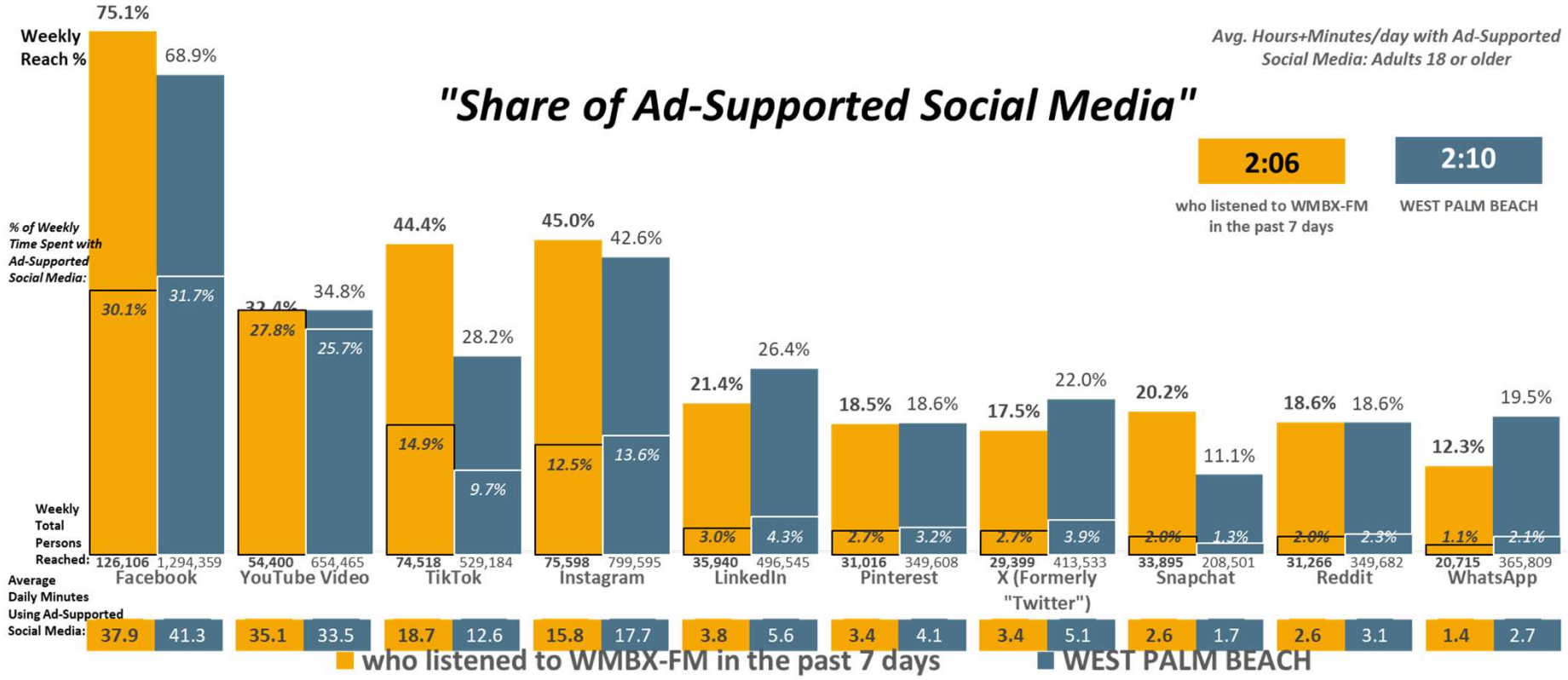
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 197 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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(Radio Stations: WIRK-FM)

126,106 or 75.1% of Adults 18 or older who listened to WMBX-FM in the past 7 days use Ad-Supported Facebook for an average of 37.9 minutes every day representing 30.1% of all time spent daily with Ad-Supported Social Media.



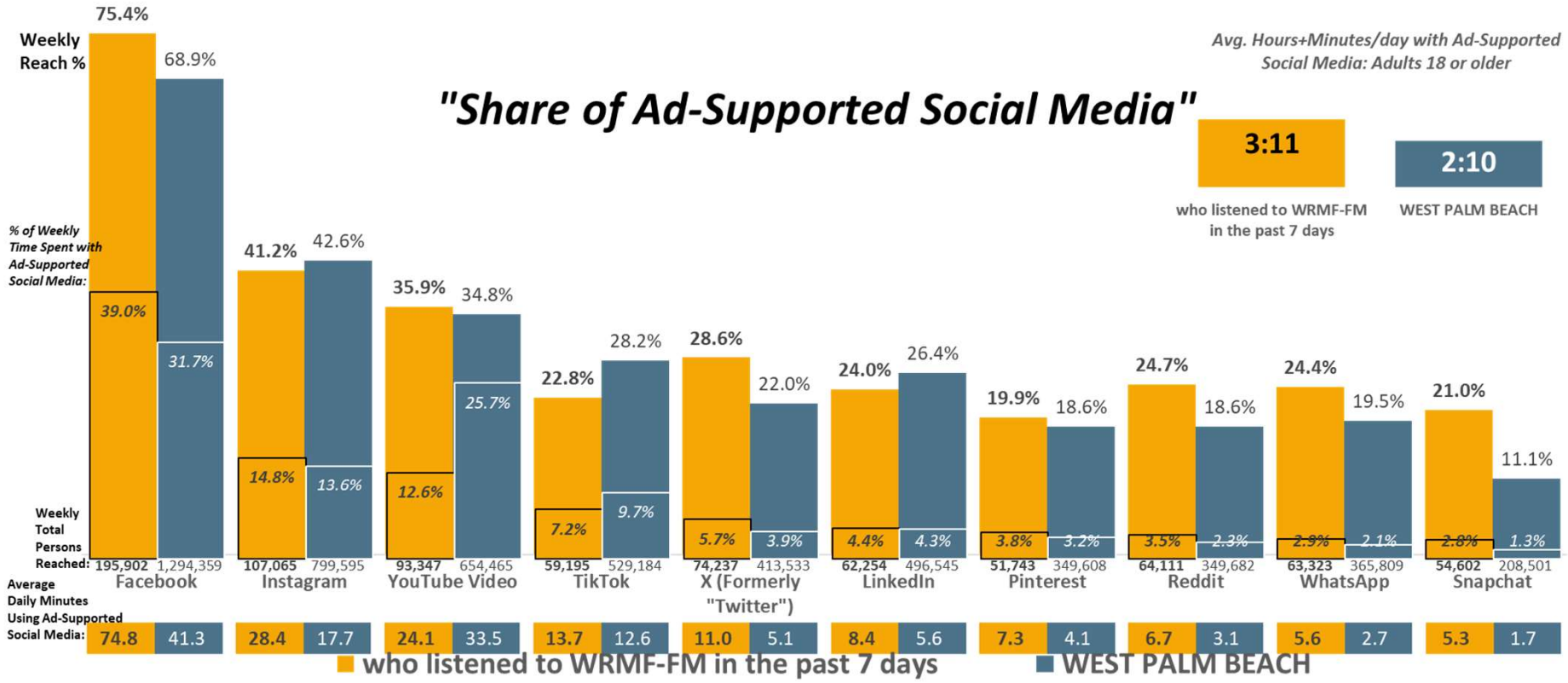
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 167 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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(Radio Stations: WMBX-FM)

195,902 or 75.4% of Adults 18 or older who listened to WRMF-FM in the past 7 days use Ad-Supported Facebook for an average of 74.8 minutes every day representing 39.% of all time spent daily with Ad-Supported Social Media.



WEST PALM BEACH DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 268 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

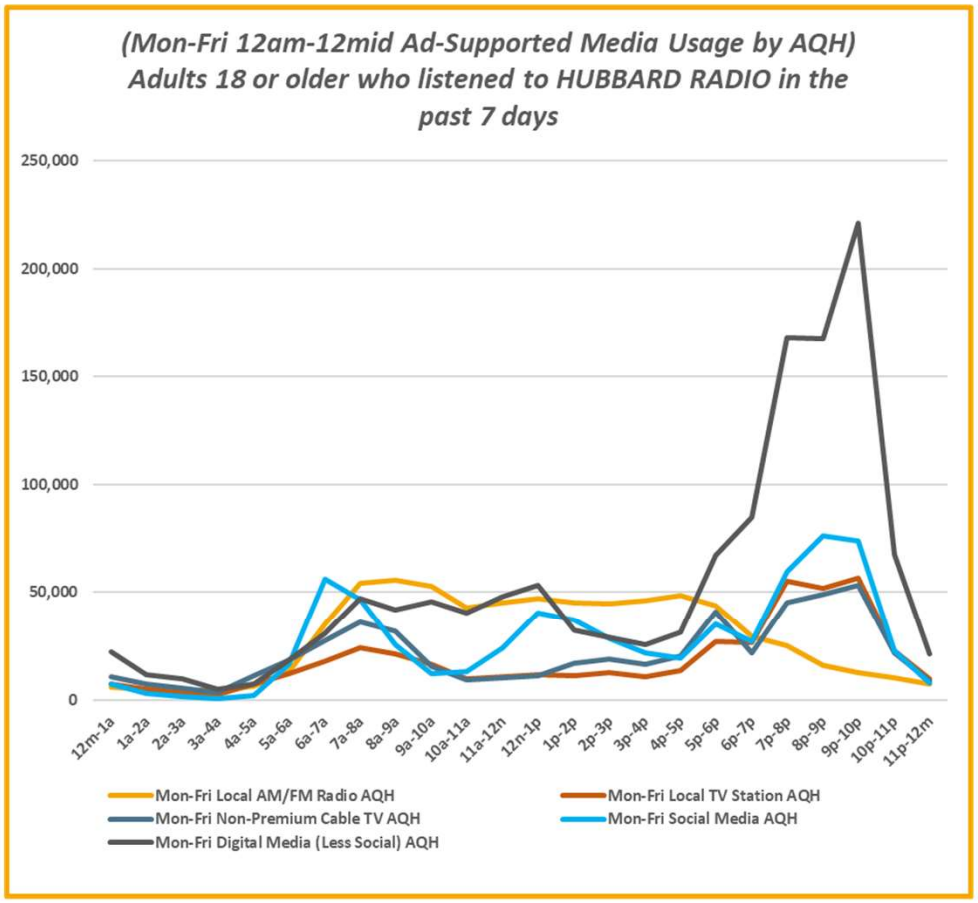
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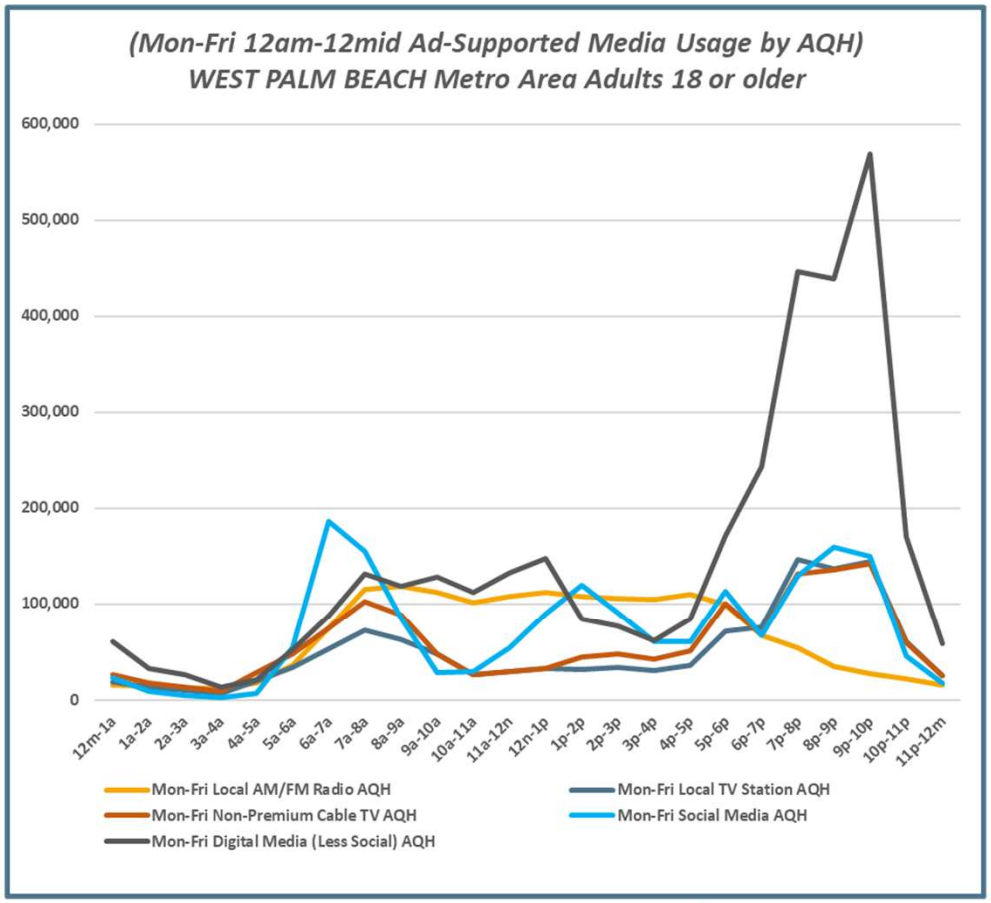
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(Radio Stations: WRMF-FM)

HUBBARD RADIO

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 45,226; All Other Digital Media: 44,296; Social Media: 29,579; Non-Prem. Cable: 21,130; Local TV: 16,336 reaching Adults 18 or older who listened to HUBBARD RADIO in the past 7 days.





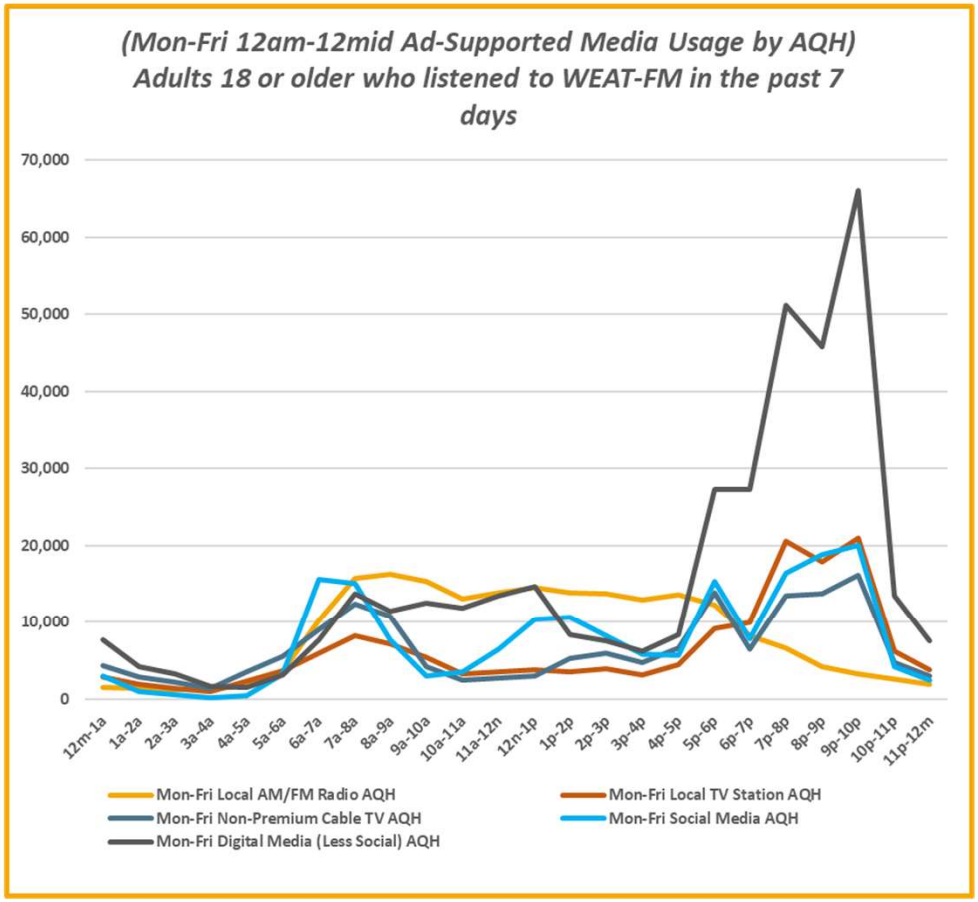
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 799

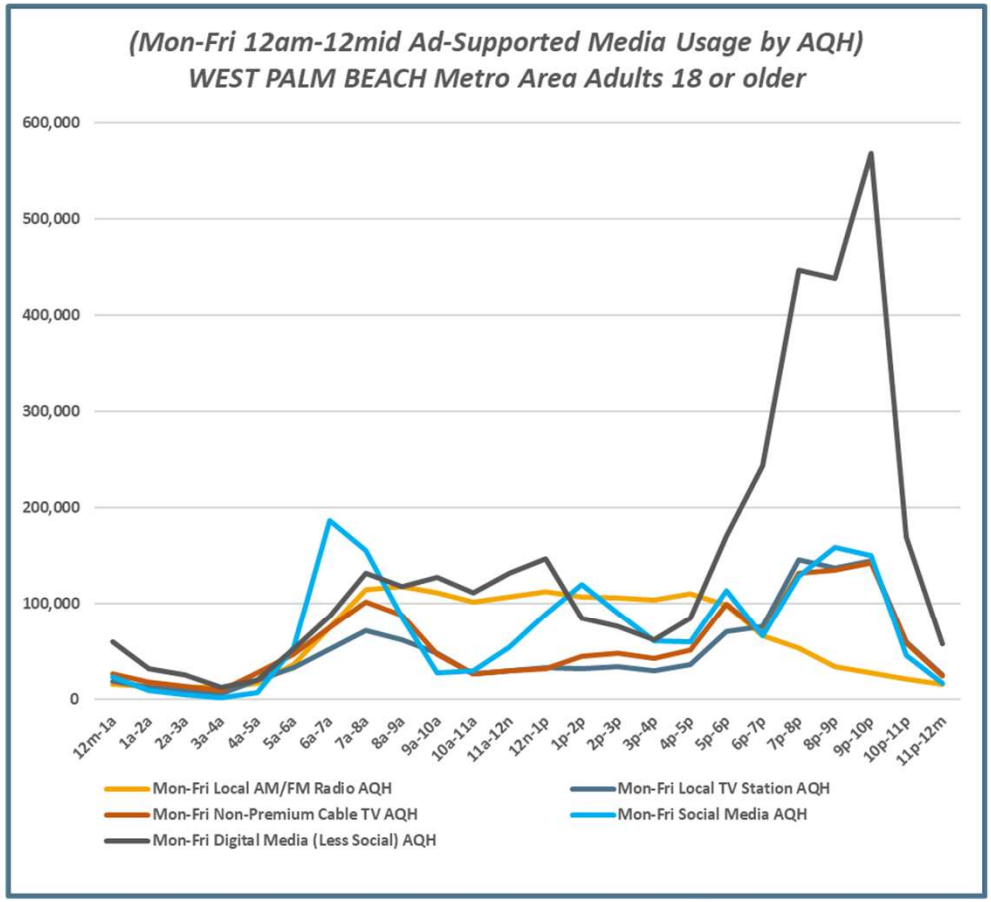
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(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 13,378; All Other Digital Media: 13,117; Social Media: 8,898; Non-Prem. Cable: 6,753; Local TV: 5,522 reaching Adults 18 or older who listened to WEAT-FM in the past 7 days.





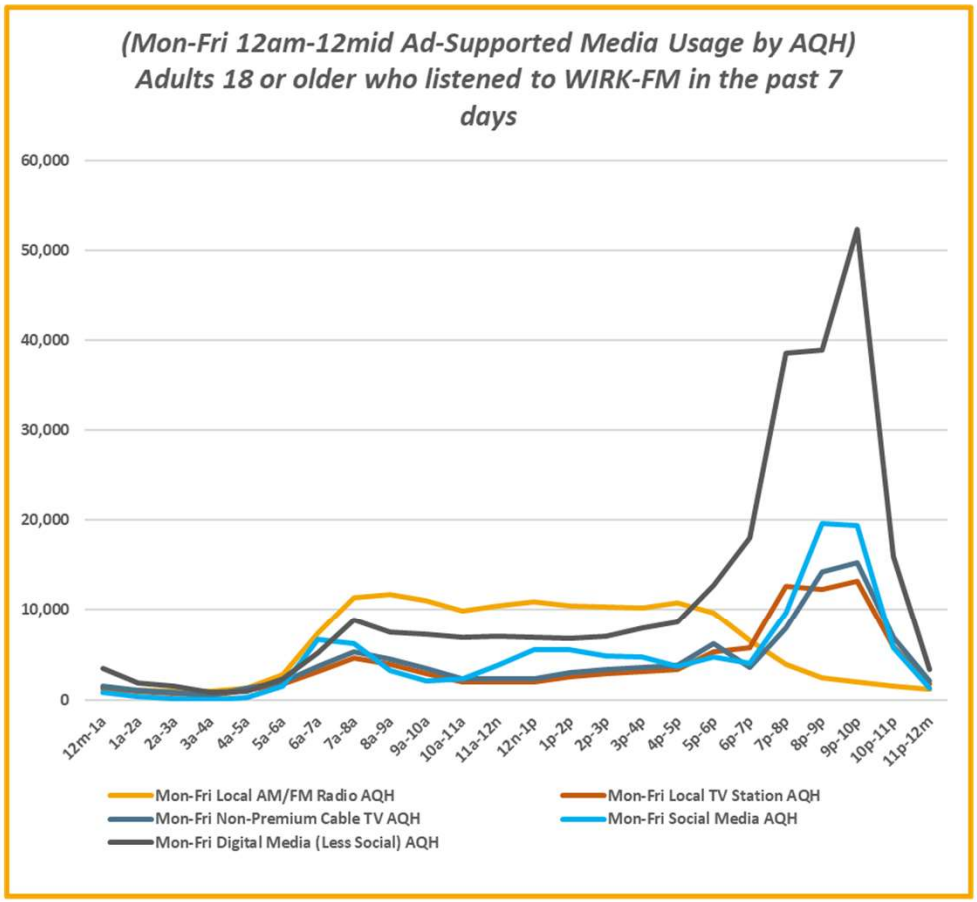
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 263

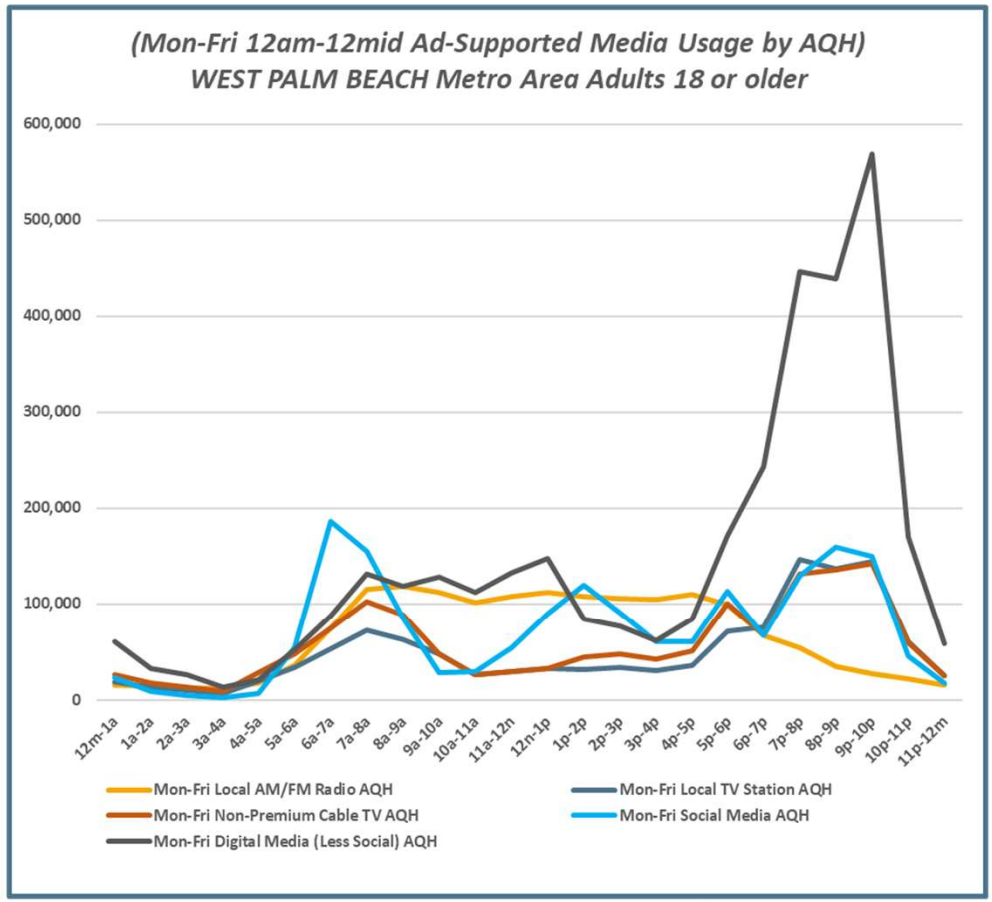
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(Radio Stations: WEAT-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 10,059; All Other Digital Media: 8,508; Social Media: 4,417; Non-Prem. Cable: 3,648; Local TV: 3,337 reaching Adults 18 or older who listened to WIRK-FM in the past 7 days.





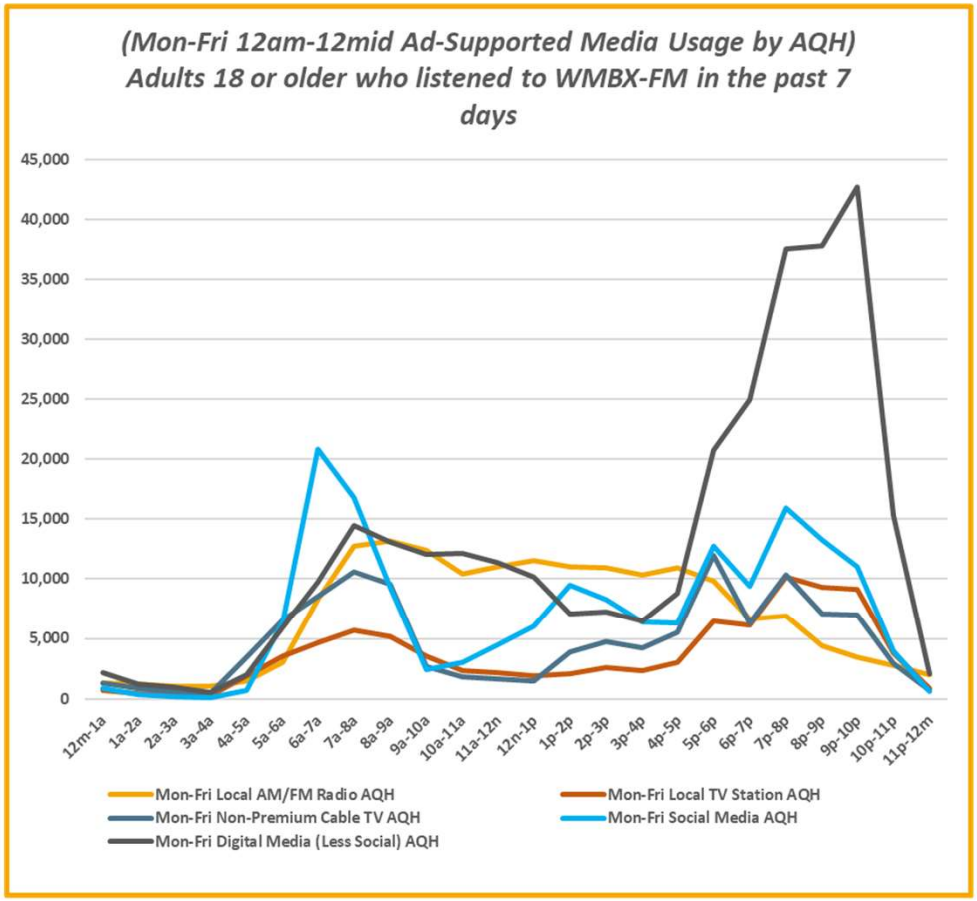
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 197

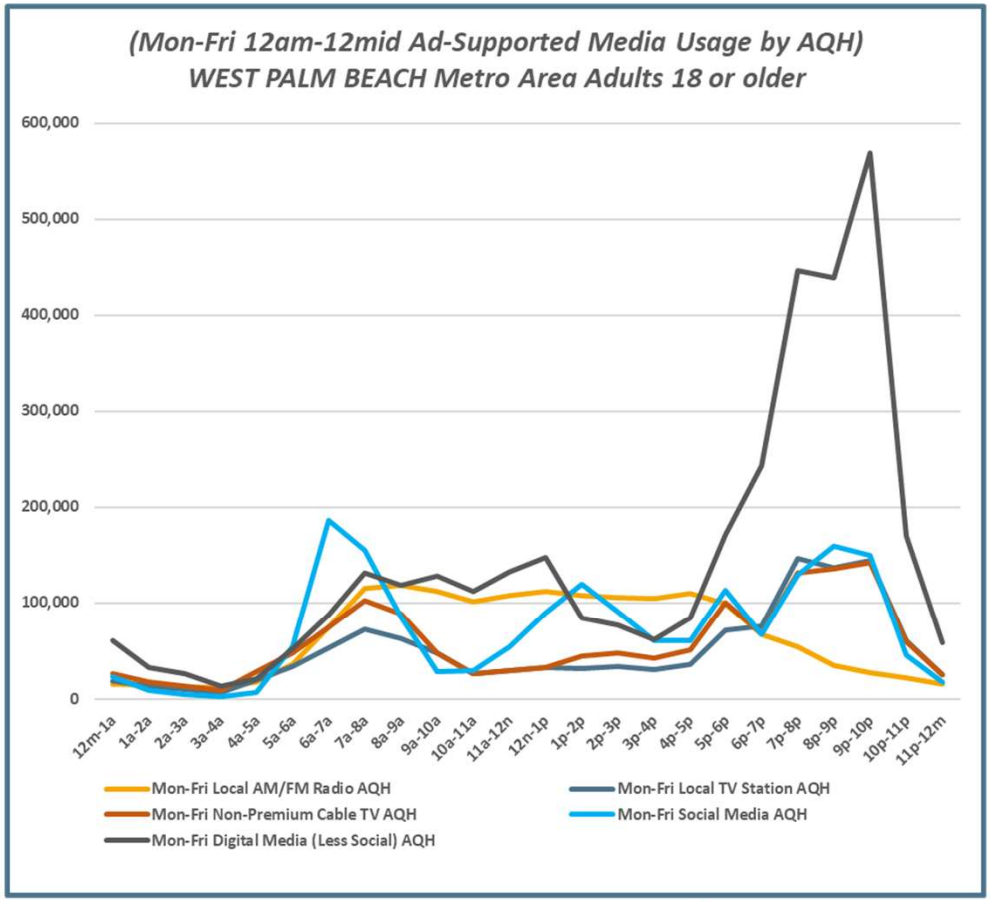
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(Radio Stations: WIRK-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,182; Local Radio: 10,722; Social Media: 8,900; Non-Prem. Cable: 5,617; Local TV: 3,697 reaching Adults 18 or older who listened to WMBX-FM in the past 7 days.





WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 167

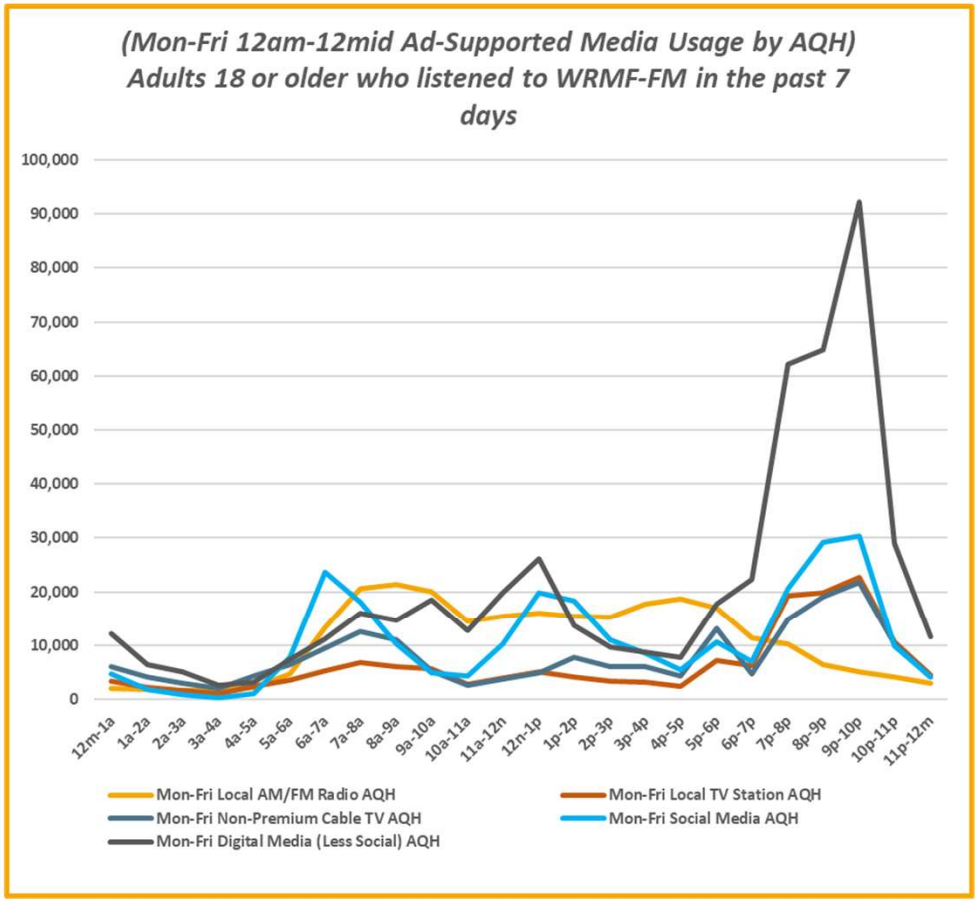
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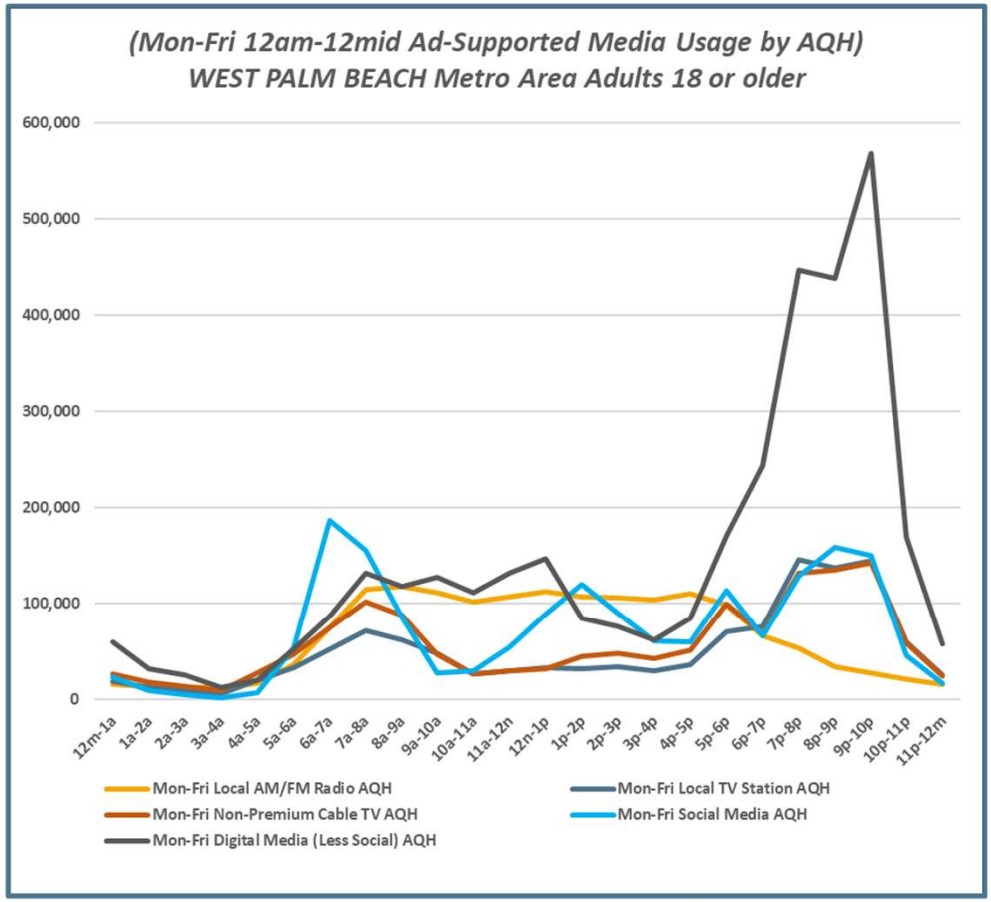
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(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 16,663; All Other Digital Media: 15,313; Social Media: 11,698; Non-Prem. Cable: 7,035; Local TV: 4,754 reaching Adults 18 or older who listened to WRMF-FM in the past 7 days.





WEST PALM BEACH DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 268

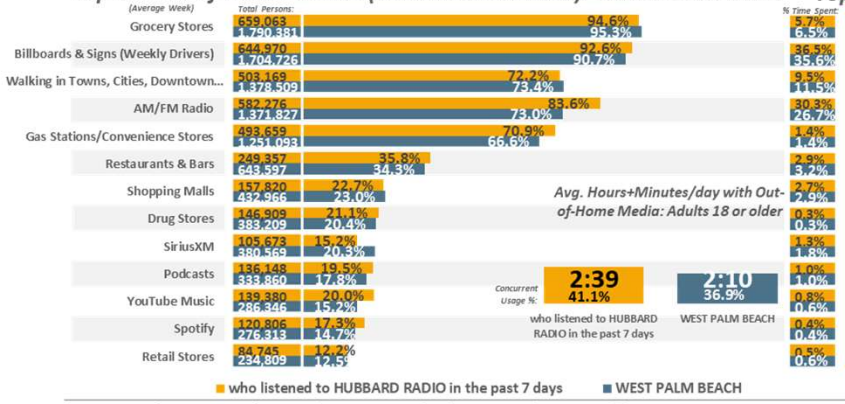
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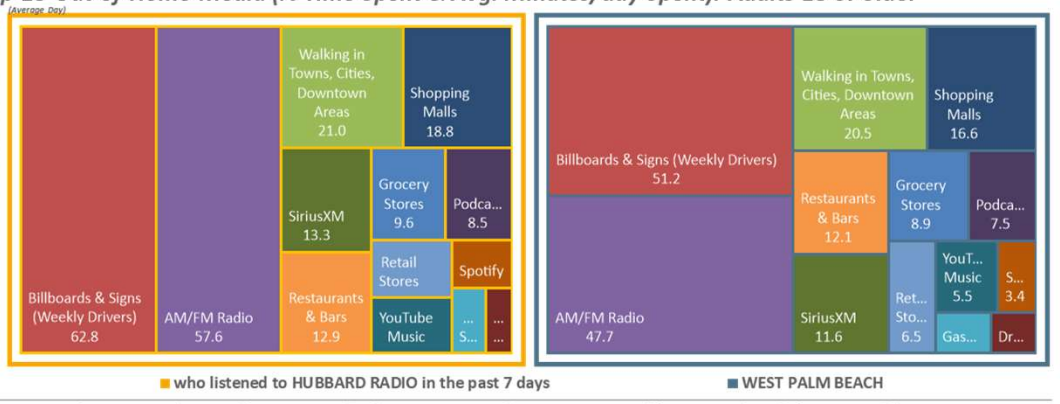
(Radio Stations: WRMF-FM)

644,970 or 92.6% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 62.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 54.9 minutes/day.

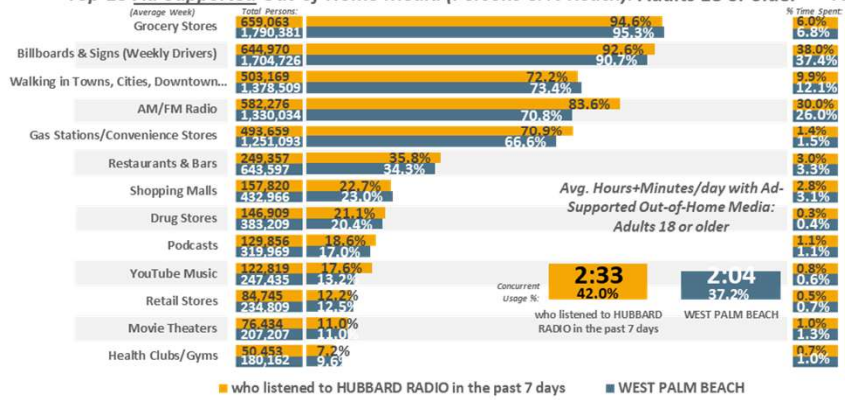
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



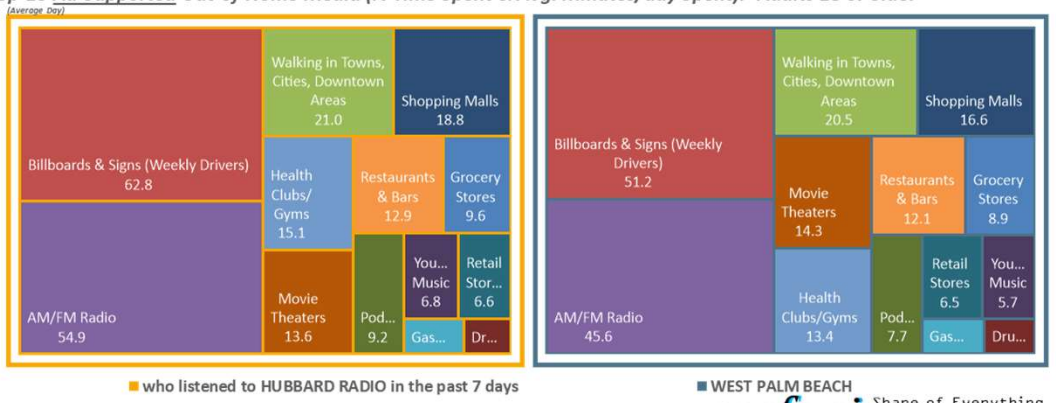
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 799

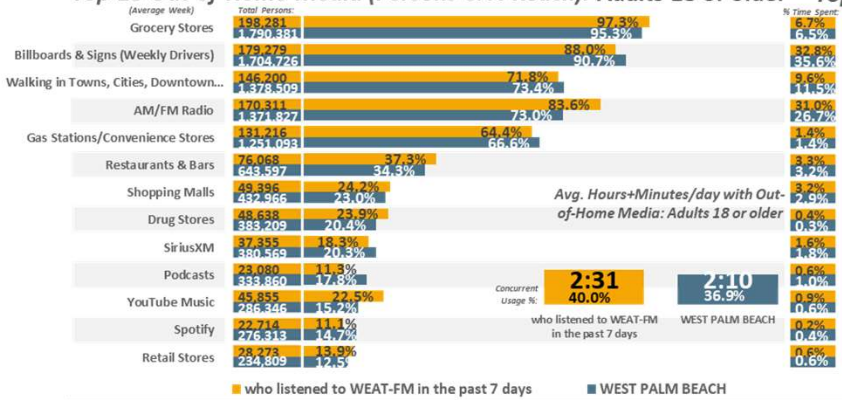
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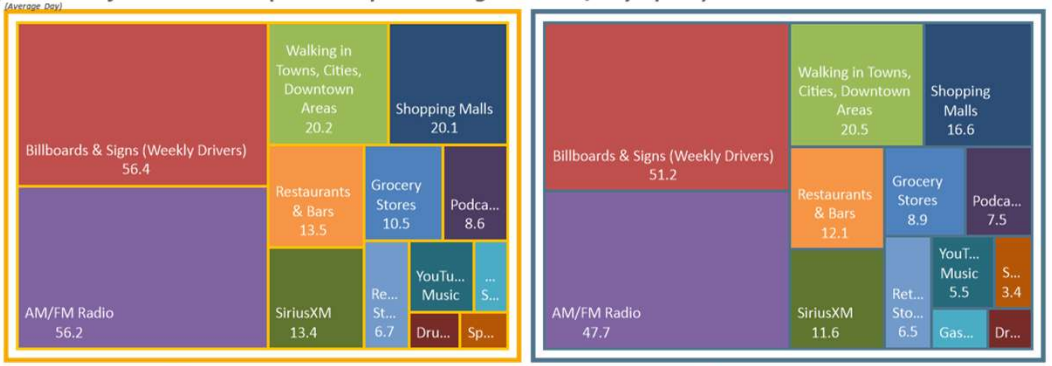
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM)

179,279 or 88.% of Adults 18 or older who listened to WEAT-FM in the past 7 days spend an average of 56.4 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 53.3 minutes/day.

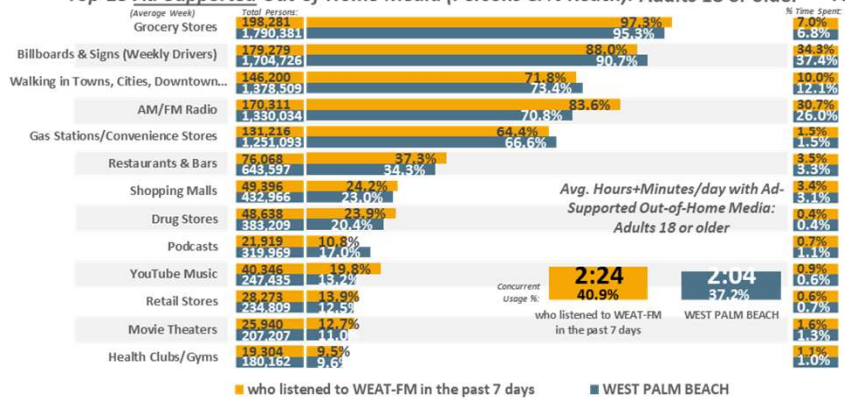
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



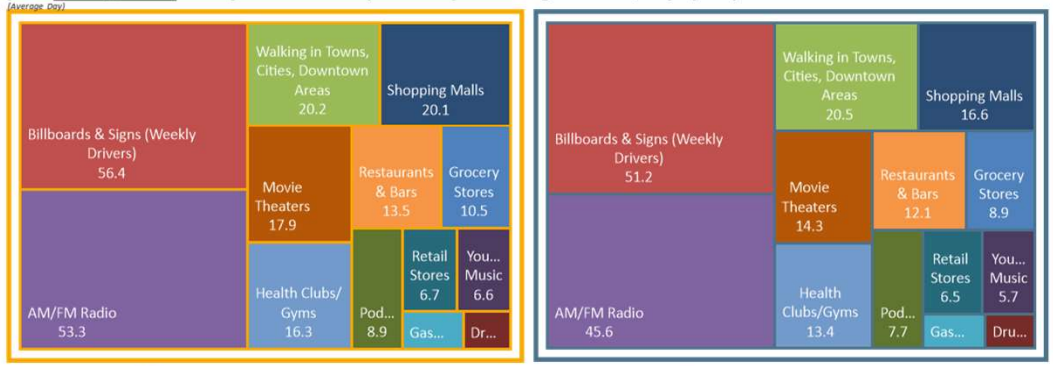
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 263

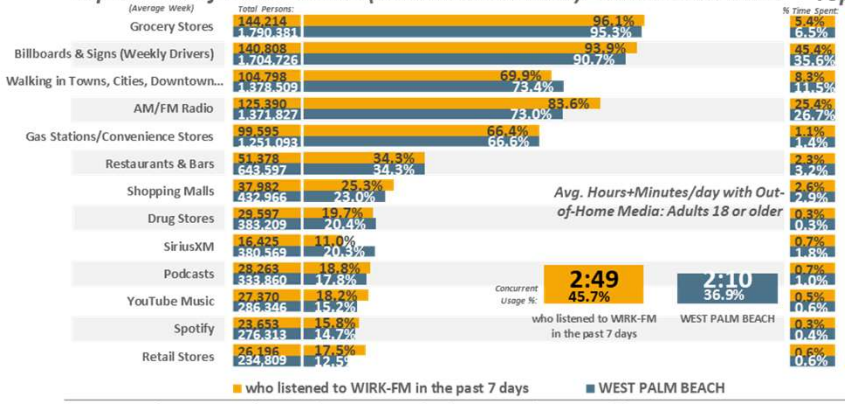
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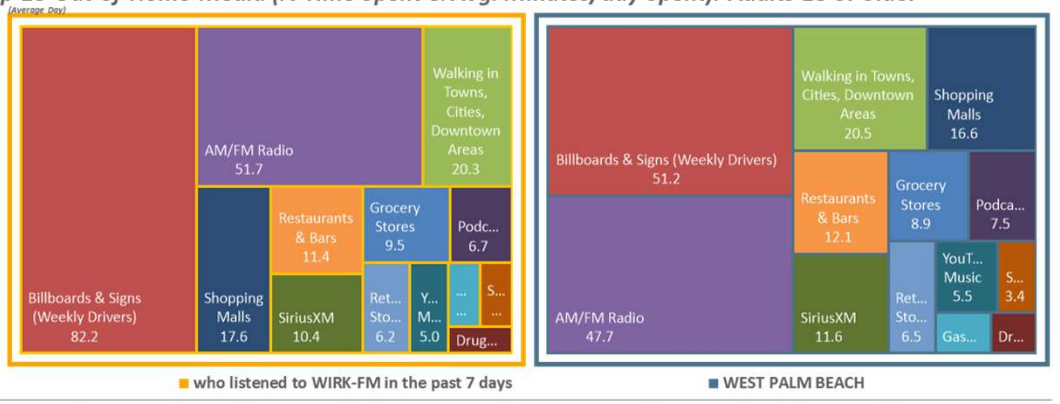
(Radio Stations: WEAT-FM)

140,808 or 93.9% of Adults 18 or older who listened to WIRK-FM in the past 7 days spend an average of 82.2 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 45.5 minutes/day.

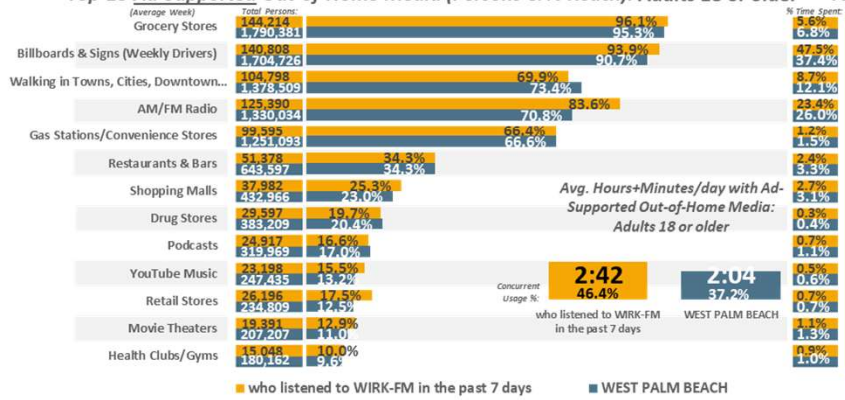
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



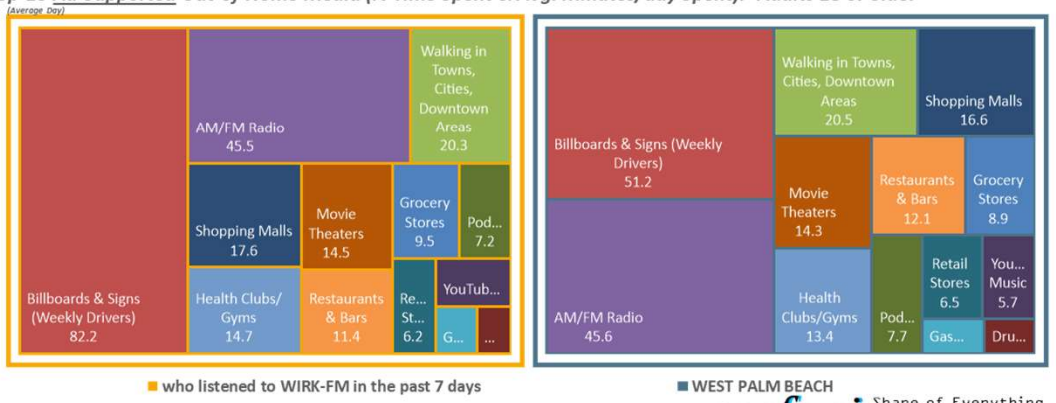
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 197

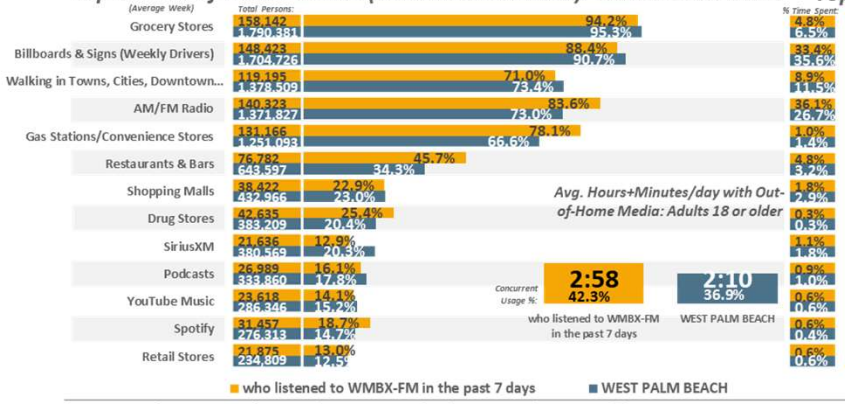
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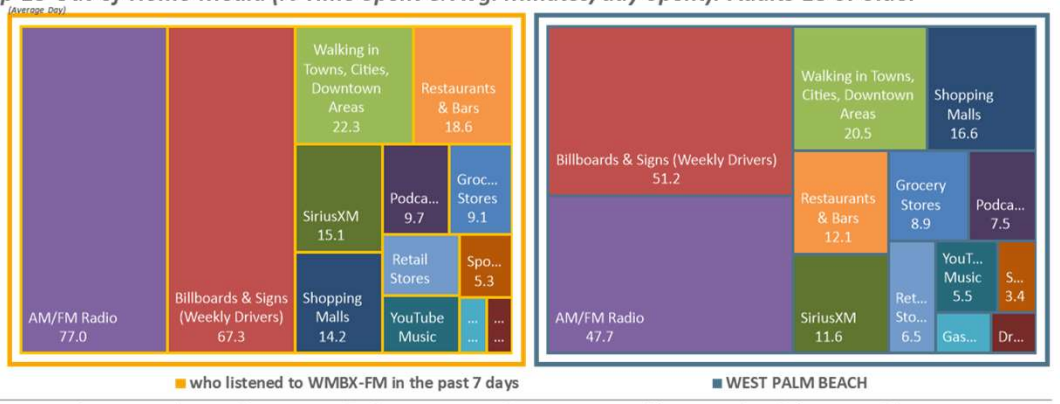
(Radio Stations: WIRK-FM)

148,423 or 88.4% of Adults 18 or older who listened to WMBX-FM in the past 7 days spend an average of 67.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 75.4 minutes/day.

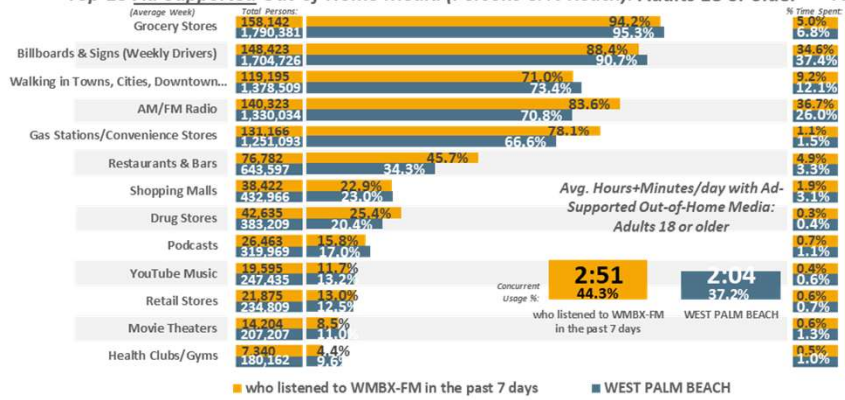
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



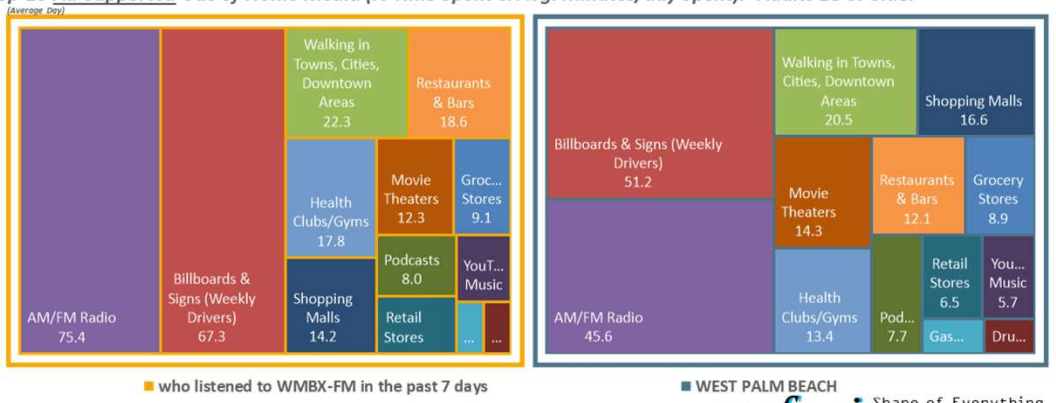
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 167

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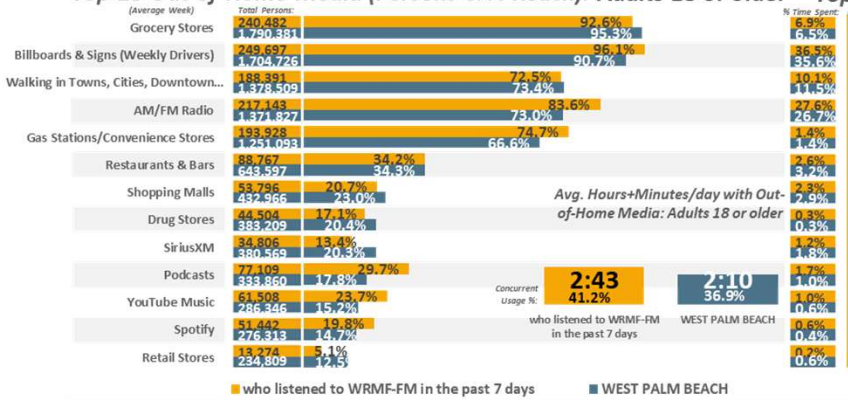
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(Radio Stations: WMBX-FM)

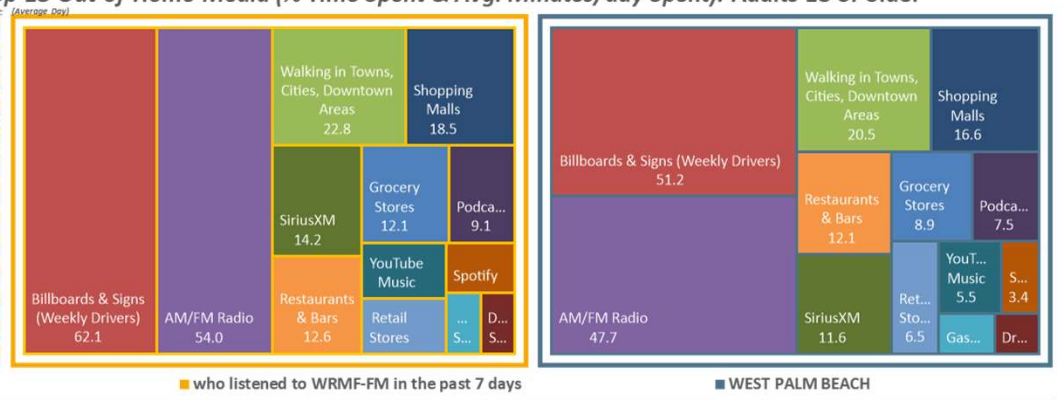
97.9 wrmf
2000's, 10's & today

249,697 or 96.1% of Adults 18 or older who listened to WRMF-FM in the past 7 days spend an average of 62.1 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 53.3 minutes/day.

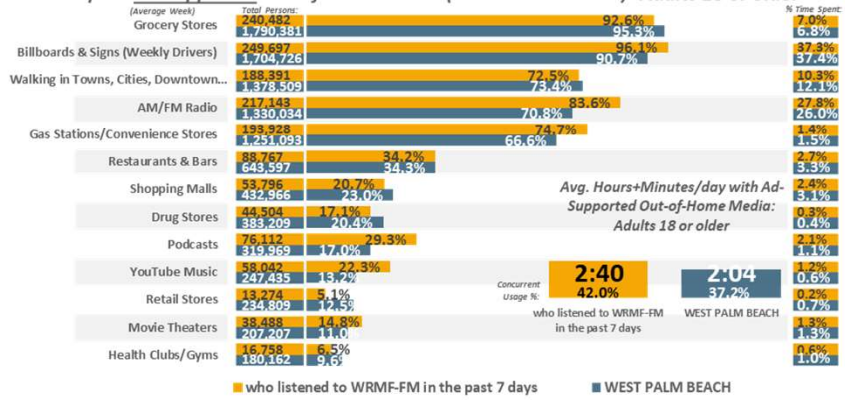
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



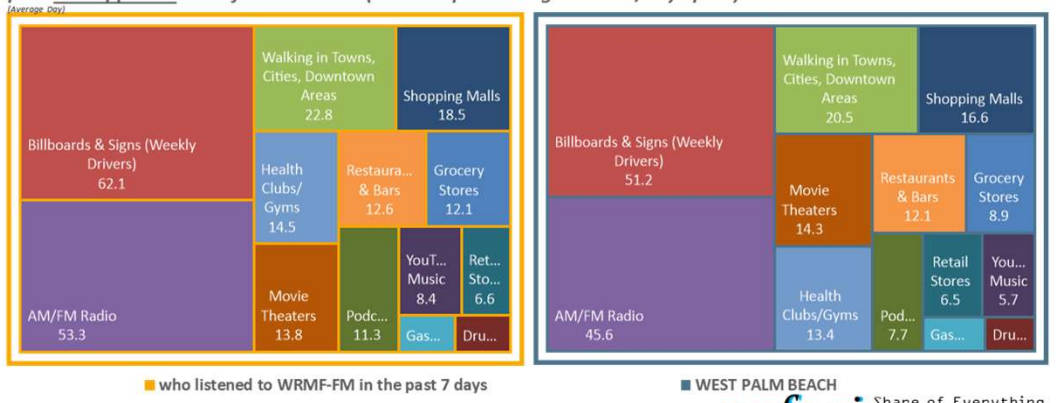
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 268

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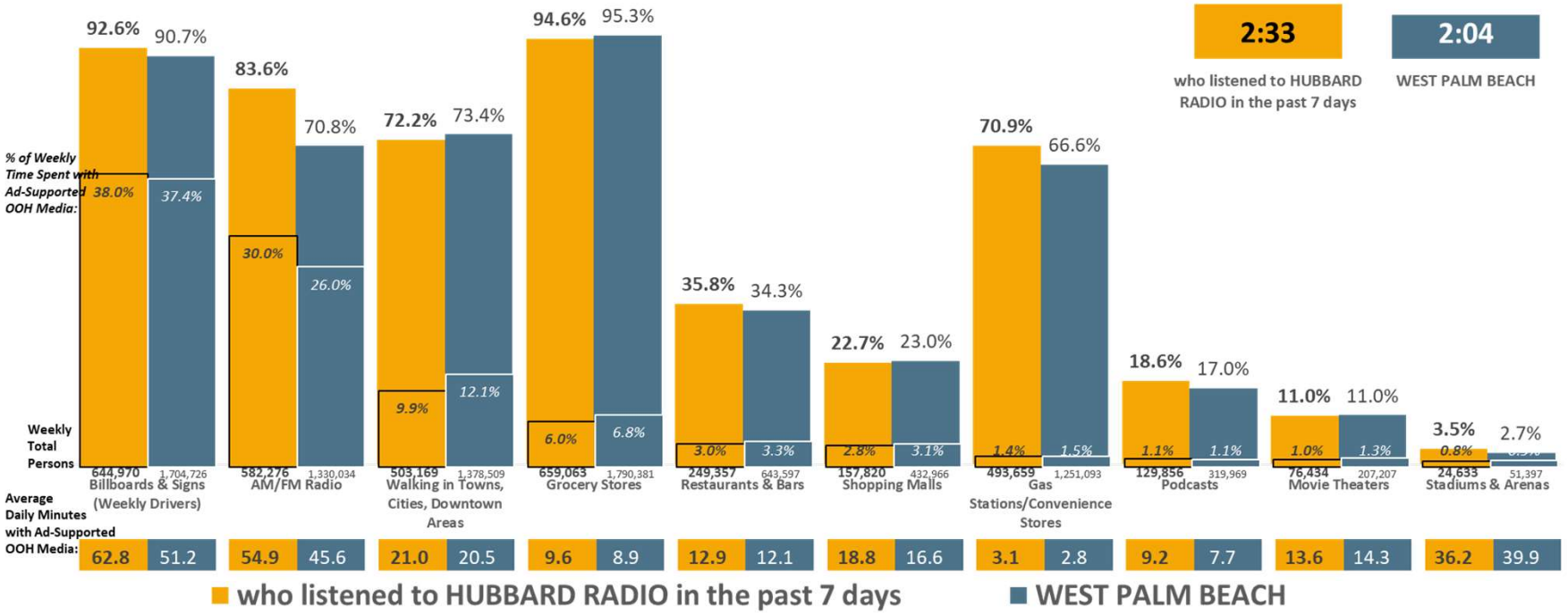
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(Radio Stations: WRMF-FM)

644,970 or 92.6% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 62.8 minutes per day driving, seeing Billboards and Signs representing 38.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 799 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

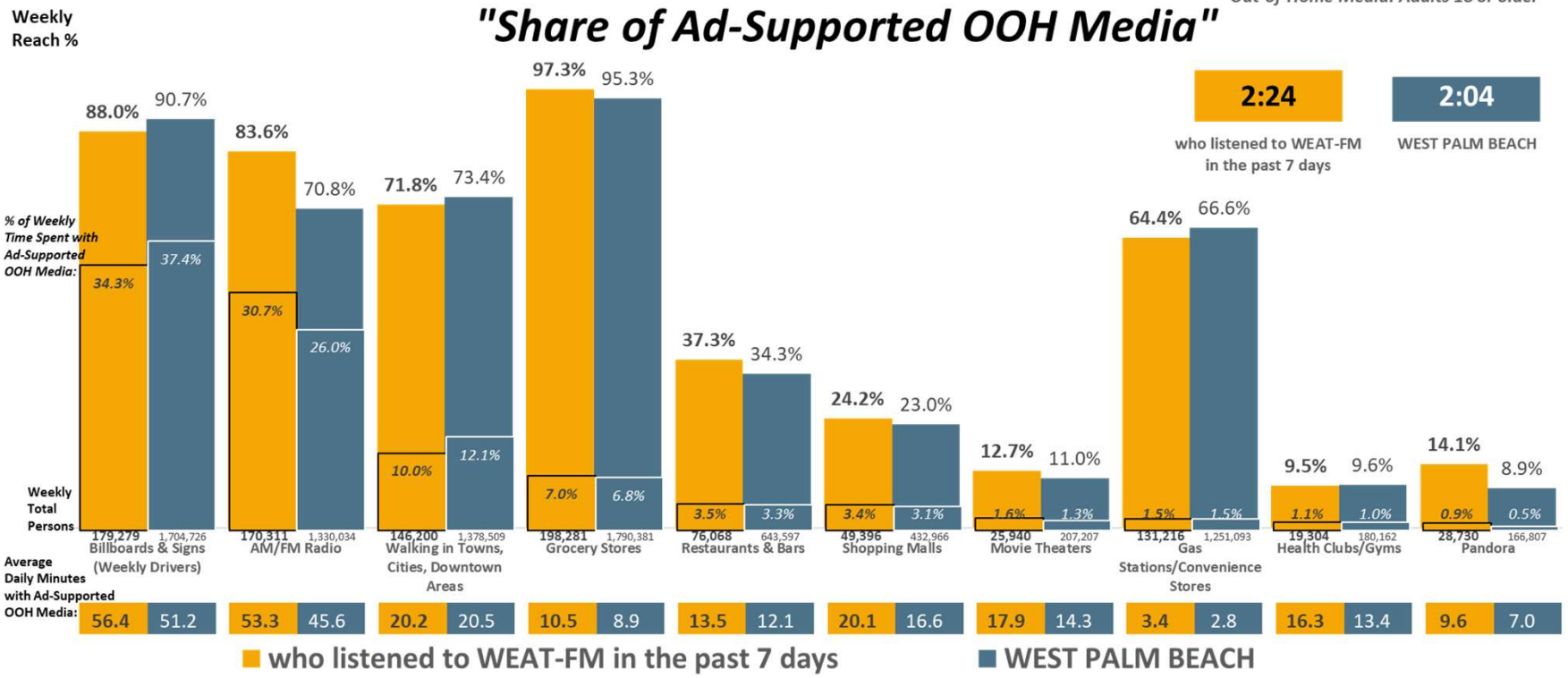
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(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM)

179,279 or 88.% of Adults 18 or older who listened to WEAT-FM in the past 7 days spend an average of 56.4 minutes per day driving, seeing Billboards and Signs representing 34.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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



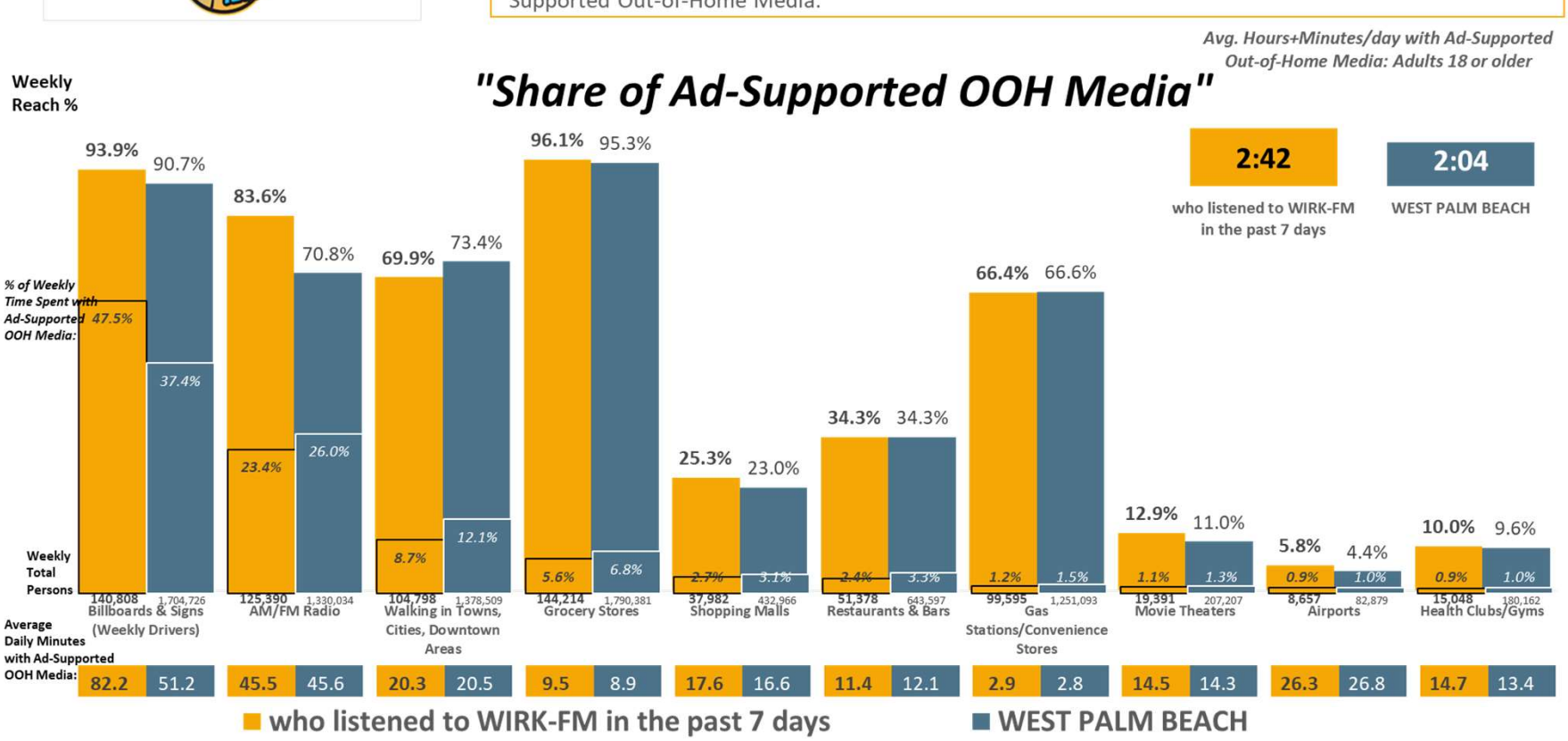
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 263 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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(Radio Stations: WEAT-FM)

140,808 or 93.9% of Adults 18 or older who listened to WIRK-FM in the past 7 days spend an average of 82.2 minutes per day driving, seeing Billboards and Signs representing 47.5% of all Time Spent with Ad-Supported Out-of-Home Media.



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 197 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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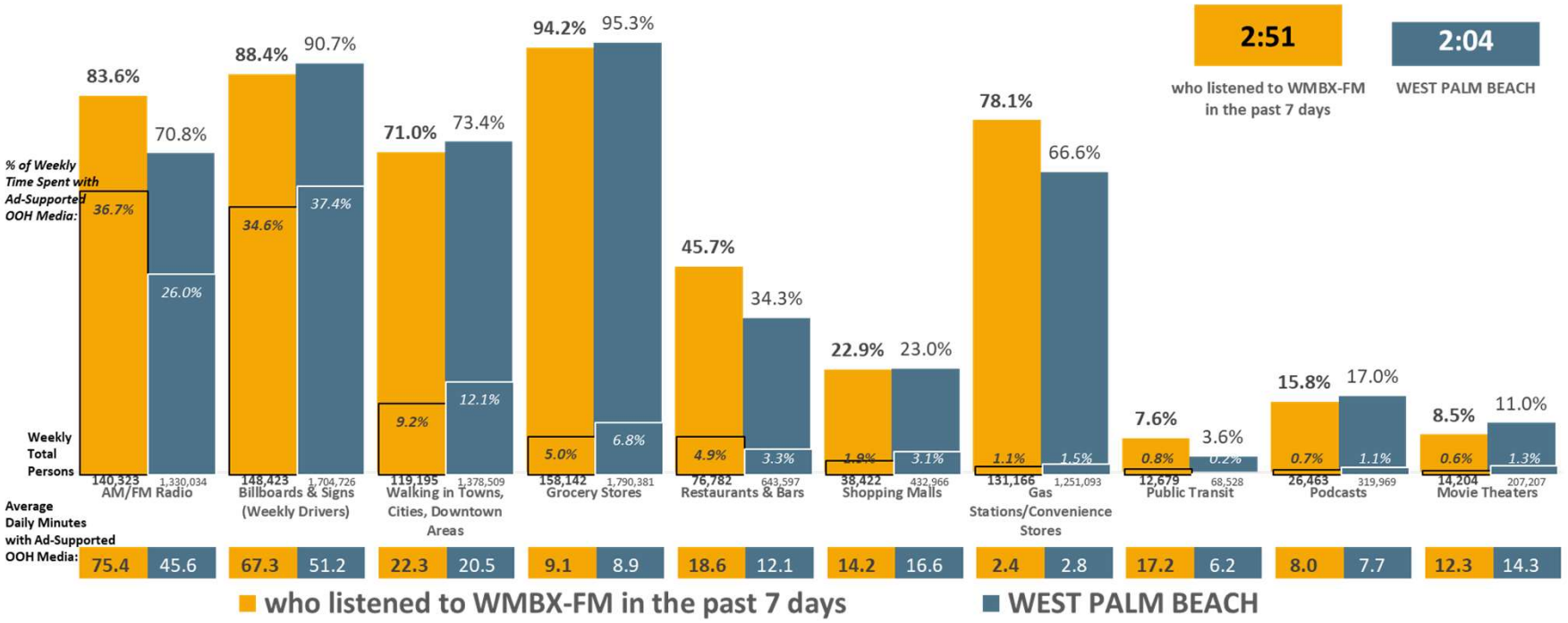
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(Radio Stations: WIRK-FM)

148,423 or 88.4% of Adults 18 or older who listened to WMBX-FM in the past 7 days spend an average of 67.3 minutes per day driving, seeing Billboards and Signs representing 34.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 167 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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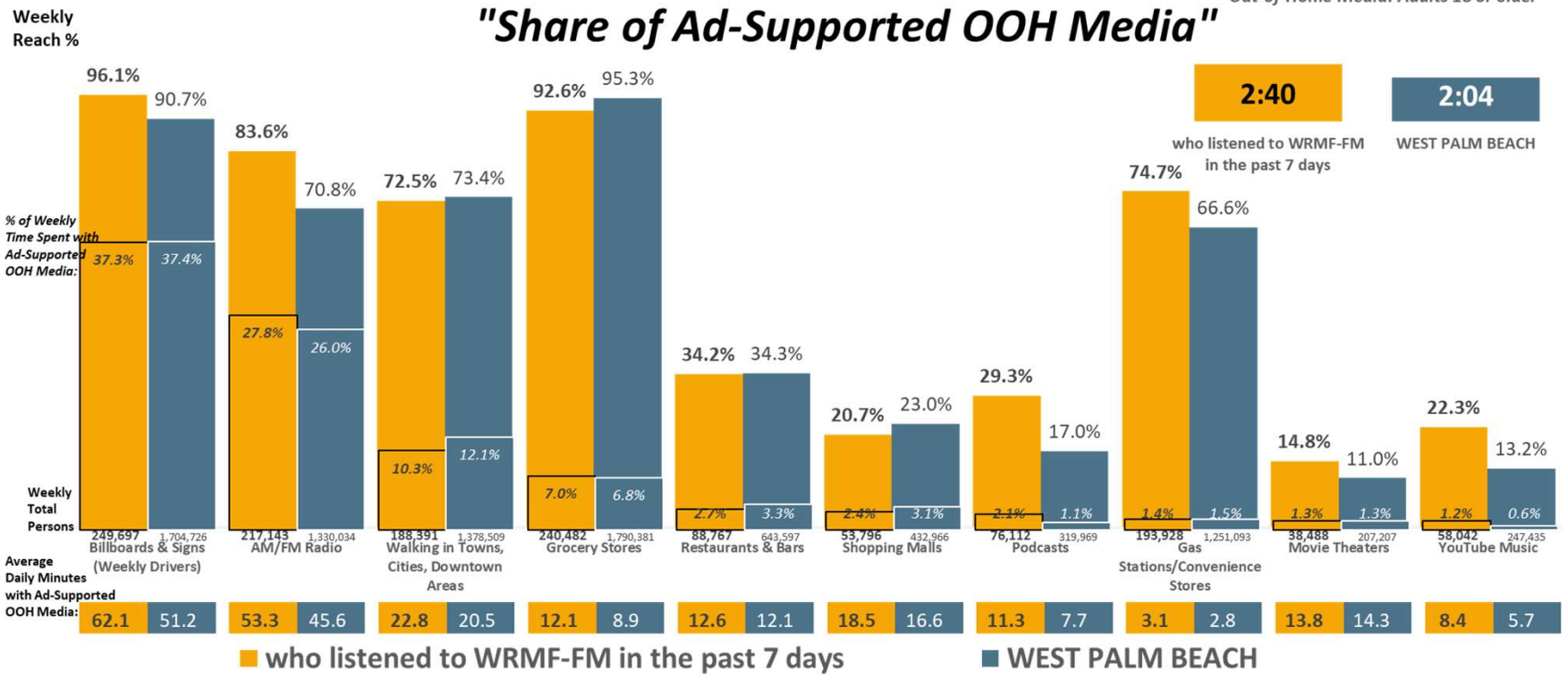
(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

249,697 or 96.1% of Adults 18 or older who listened to WRMF-FM in the past 7 days spend an average of 62.1 minutes per day driving, seeing Billboards and Signs representing 37.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WEST PALM BEACH DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 268 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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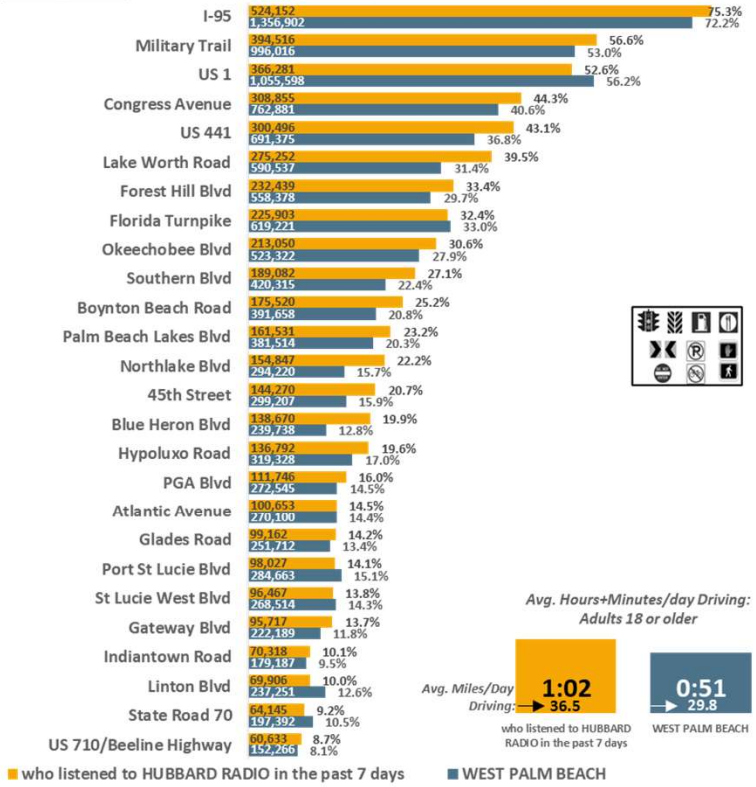
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(Radio Stations: WRMF-FM)

HUBBARD RADIO

644,970 or 92.6% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 62.8 minutes per day driving an average of 36.5 miles each day and are 56.5% more likely to use Blue Heron Blvd than the Metro average.

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



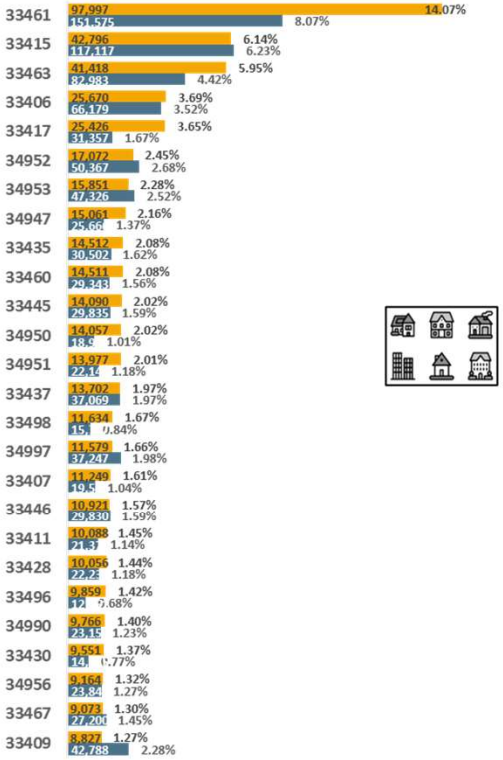
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 36.5

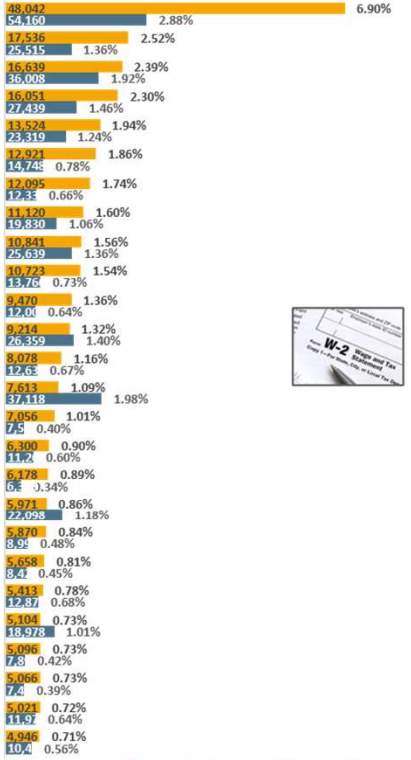
1:02 who listened to HUBBARD RADIO in the past 7 days

0:51 → 29.8 WEST PALM BEACH

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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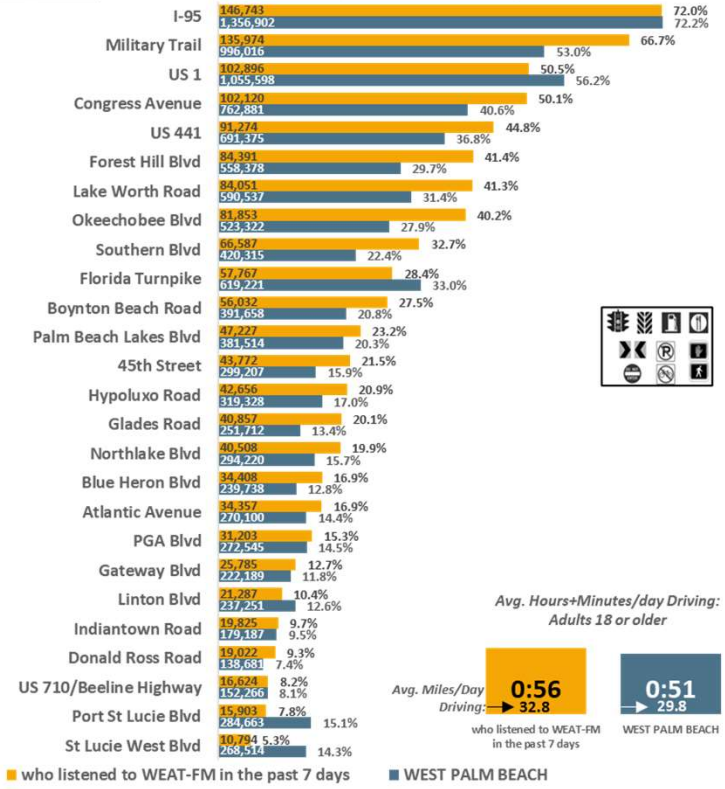
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 799

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

179,279 or 88.% of Adults 18 or older who listened to WEAT-FM in the past 7 days spend an average of 56.4 minutes per day driving an average of 32.8 miles each day and are 49.7% more likely to use Glades Road than the Metro average.

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



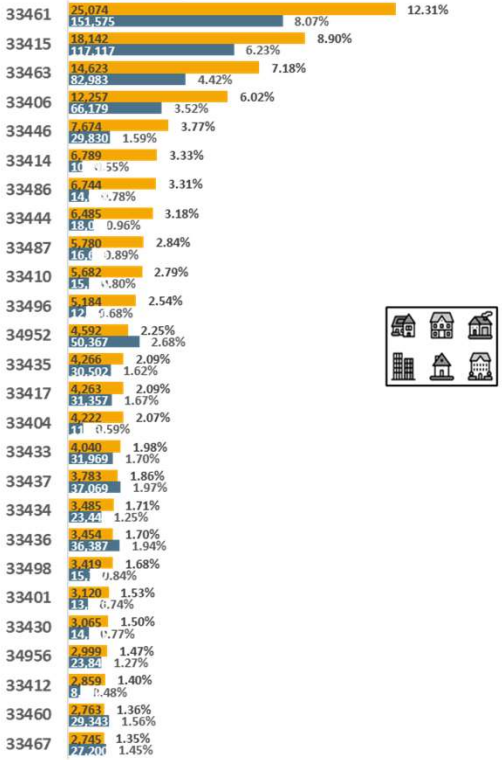
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 32.8

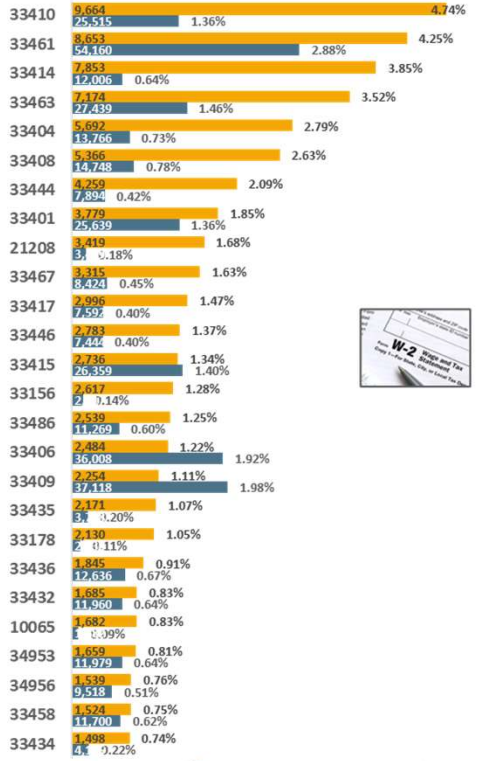
0:56 who listened to WEAT-FM in the past 7 days

0:51 (29.8) WEST PALM BEACH

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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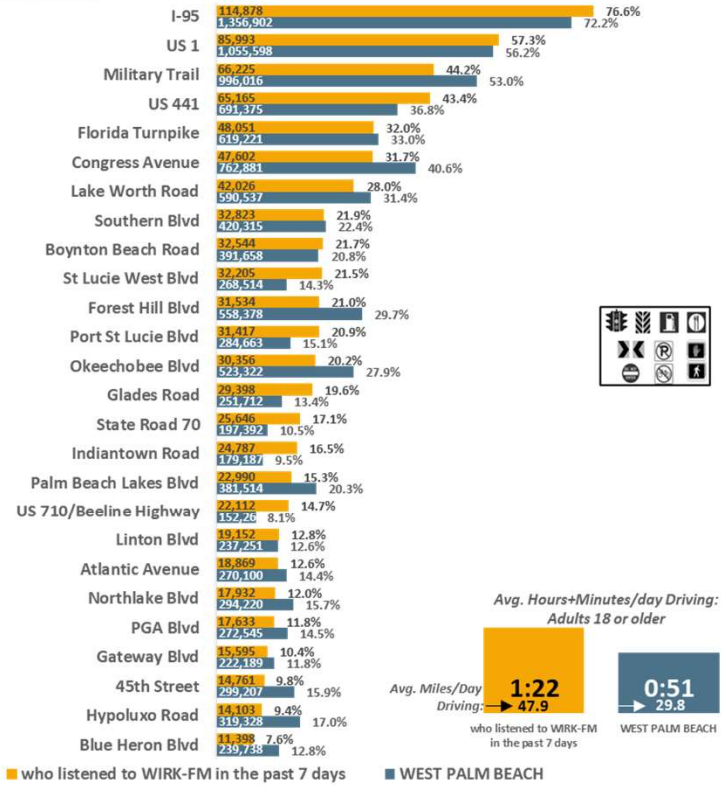
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 263

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(Radio Stations: WEAT-FM)

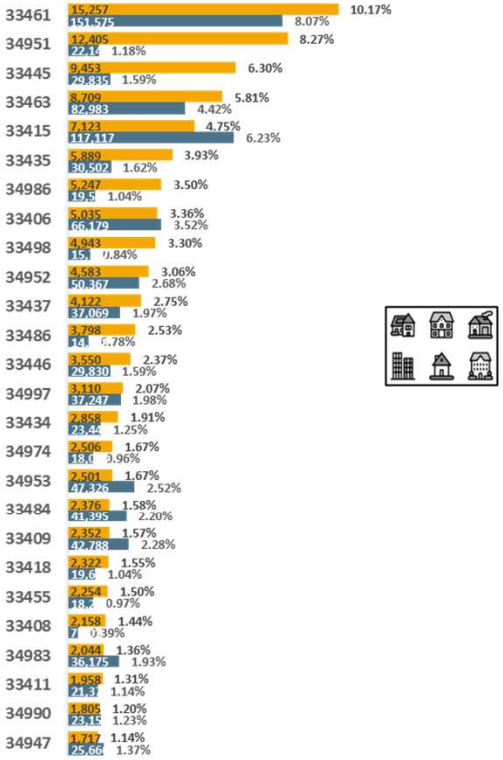
140,808 or 93.9% of Adults 18 or older who listened to WIRK-FM in the past 7 days spend an average of 82.2 minutes per day driving an average of 47.9 miles each day and are 81.9% more likely to use US 710/Beeline Highway than the Metro average.

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

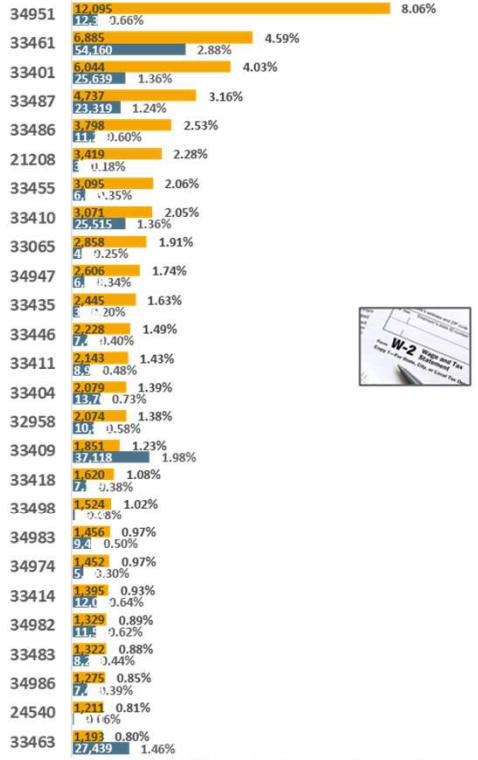


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



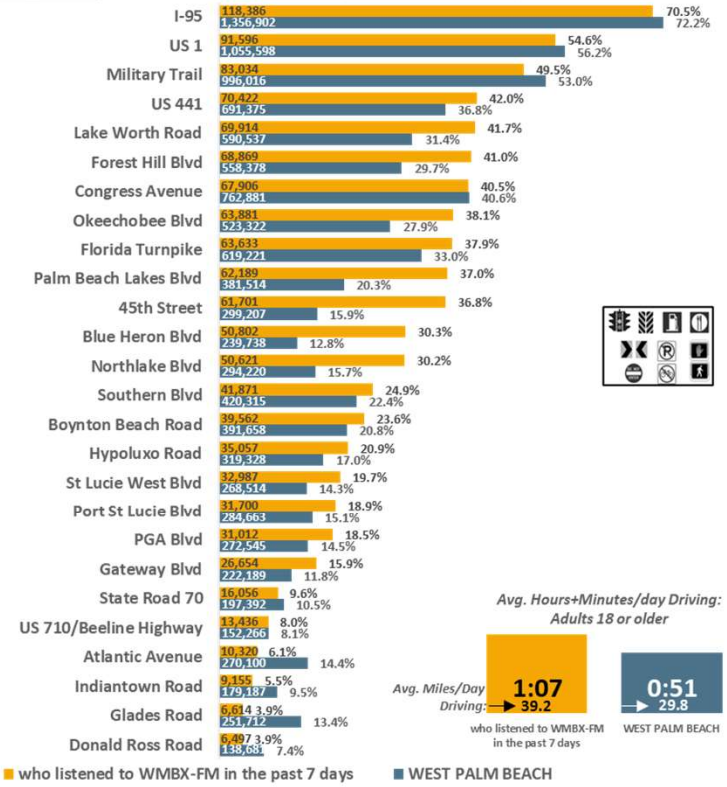
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(Radio Stations: WIRK-FM)

148,423 or 88.4% of Adults 18 or older who listened to WMBX-FM in the past 7 days spend an average of 67.3 minutes per day driving an average of 39.2 miles each day and are 137.2% more likely to use Blue Heron Blvd than the Metro average.

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



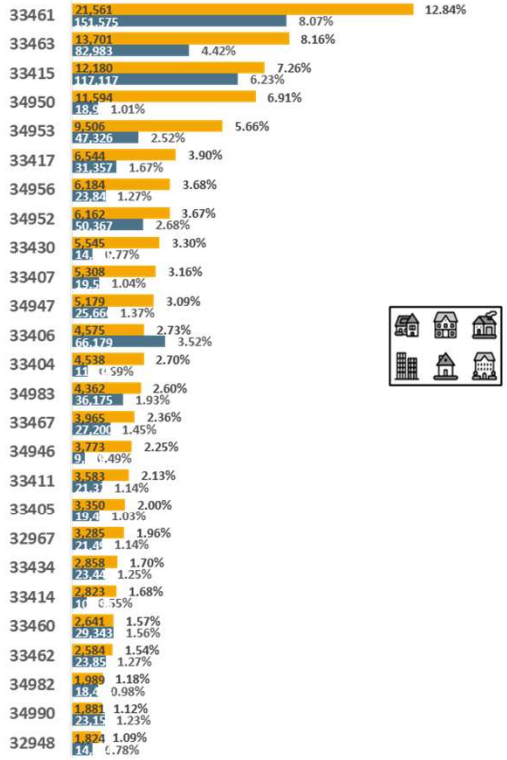
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 39.2

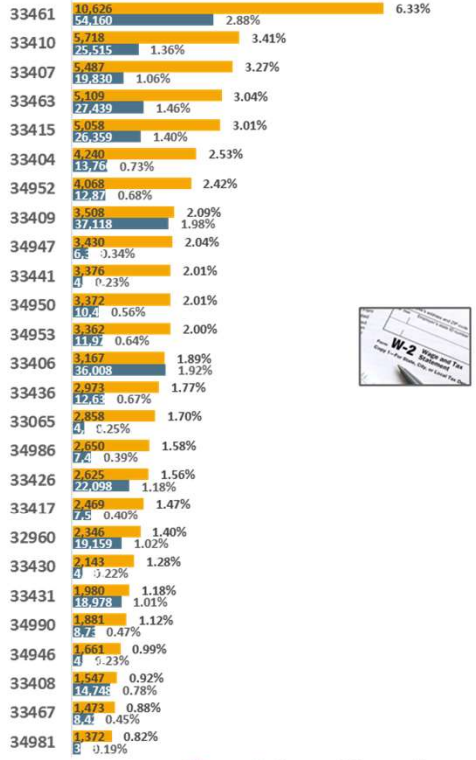
1:07 who listened to WMBX-FM in the past 7 days

0:51 (29.8) WEST PALM BEACH

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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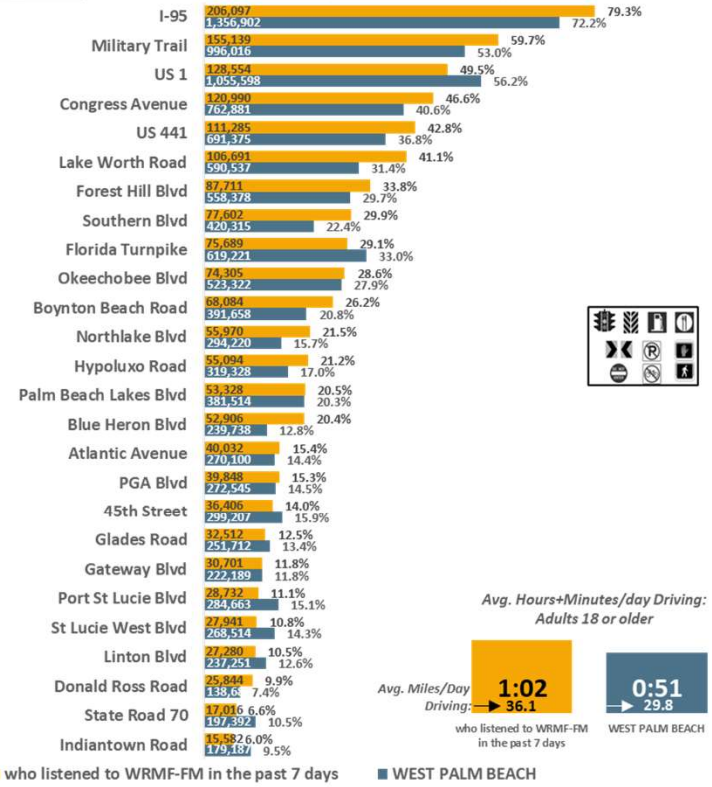
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(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

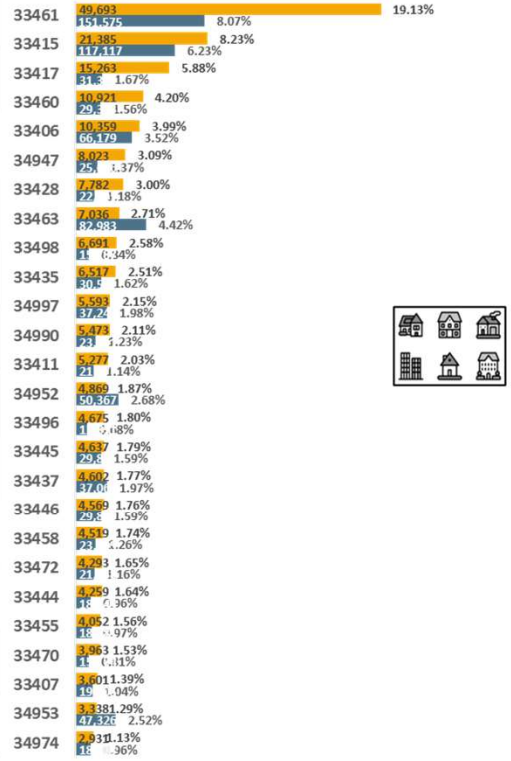
249,697 or 96.1% of Adults 18 or older who listened to WRMF-FM in the past 7 days spend an average of 62.1 minutes per day driving an average of 36.1 miles each day and are 59.6% more likely to use Blue Heron Blvd than the Metro average.

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

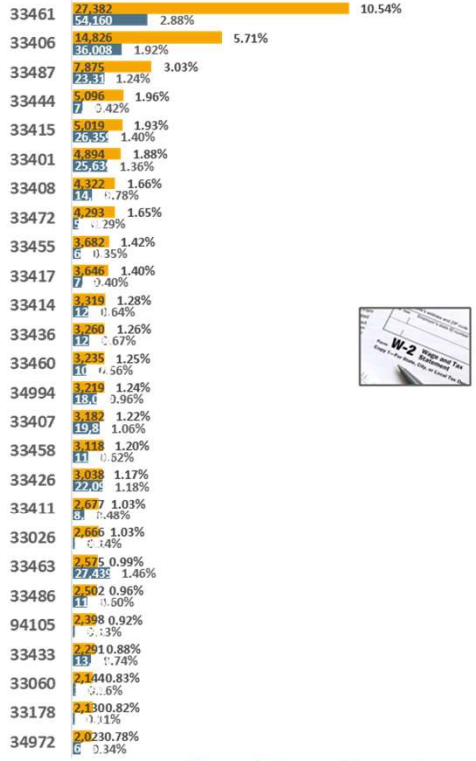


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



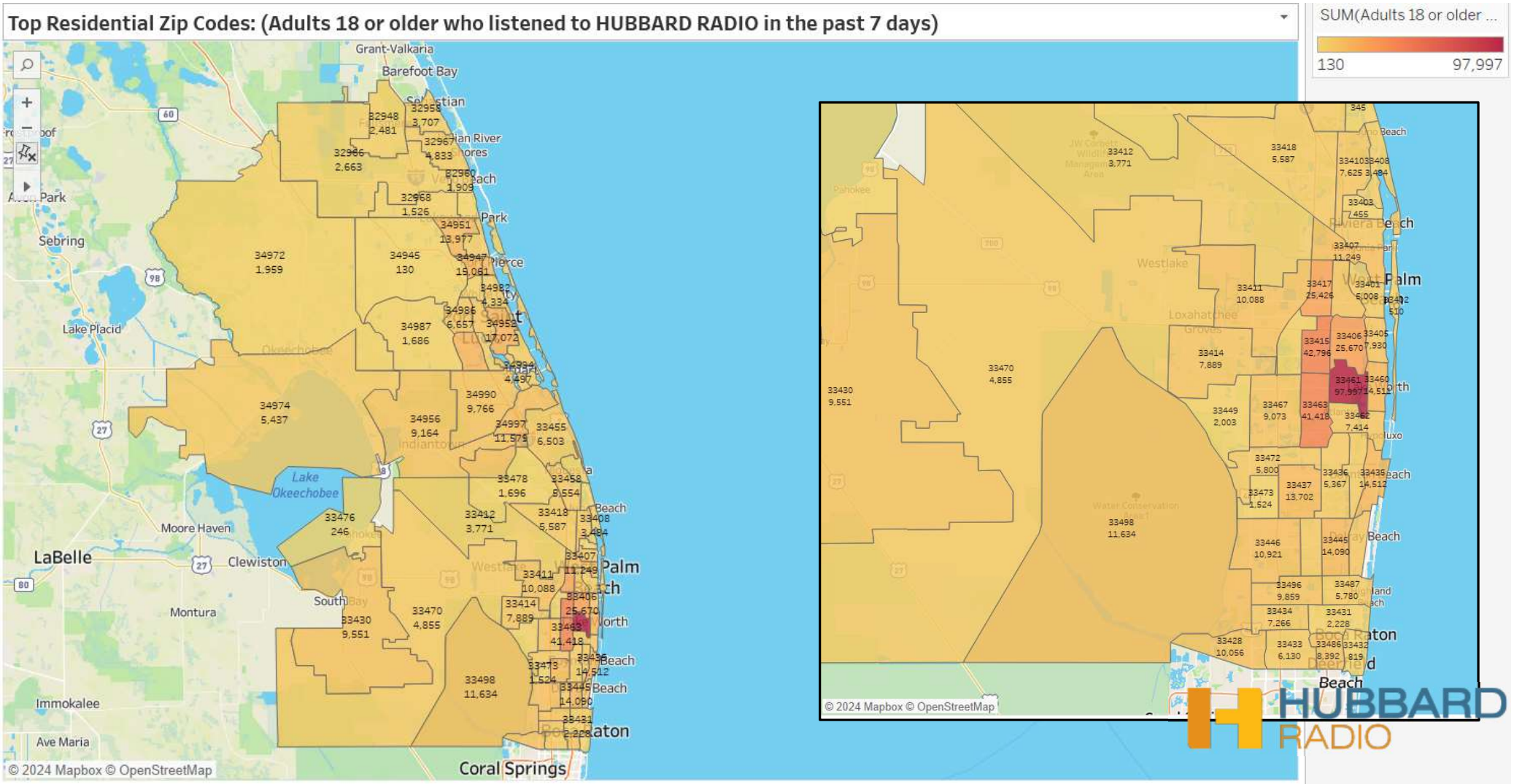
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(Radio Stations: WRMF-FM)

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

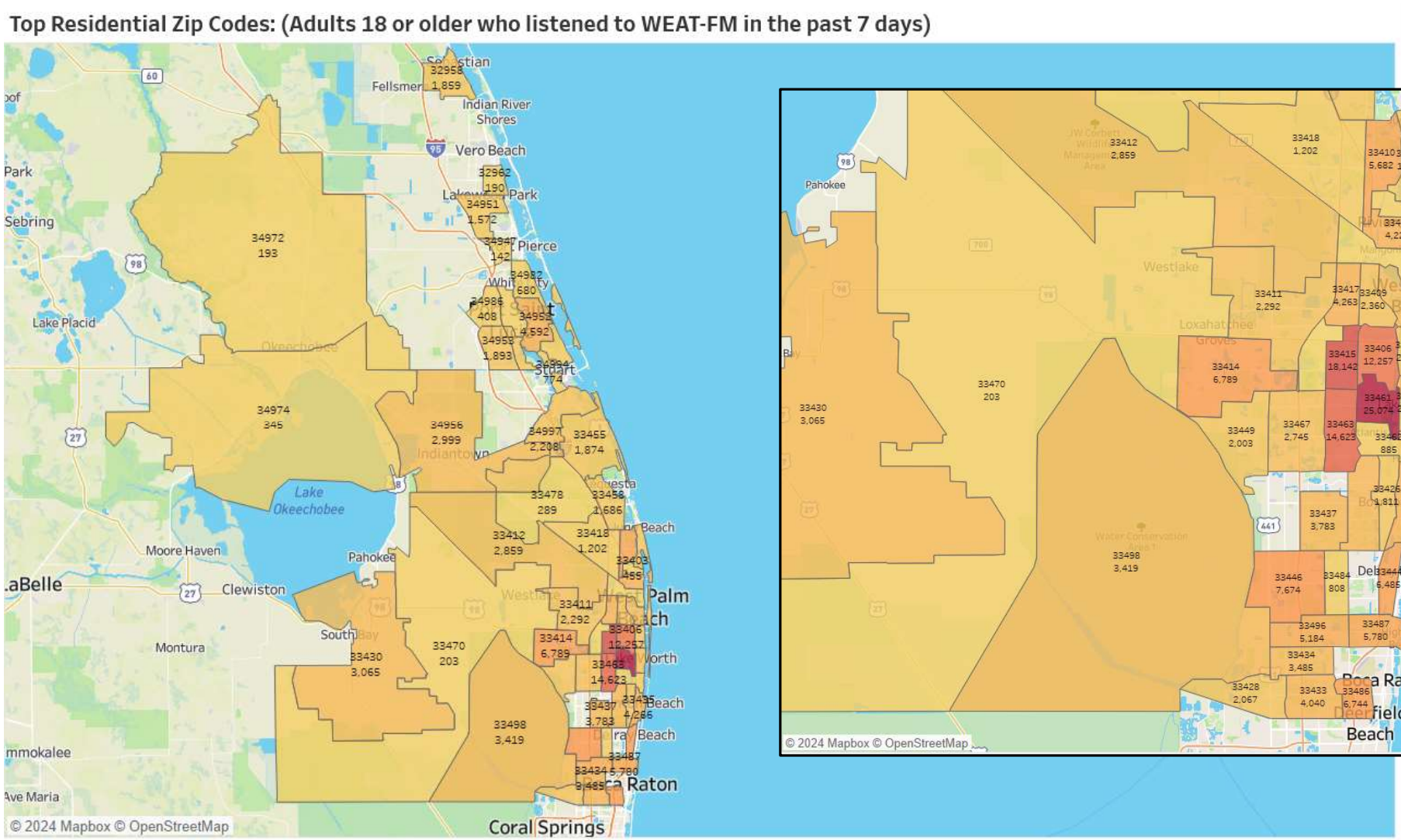


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(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM)

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

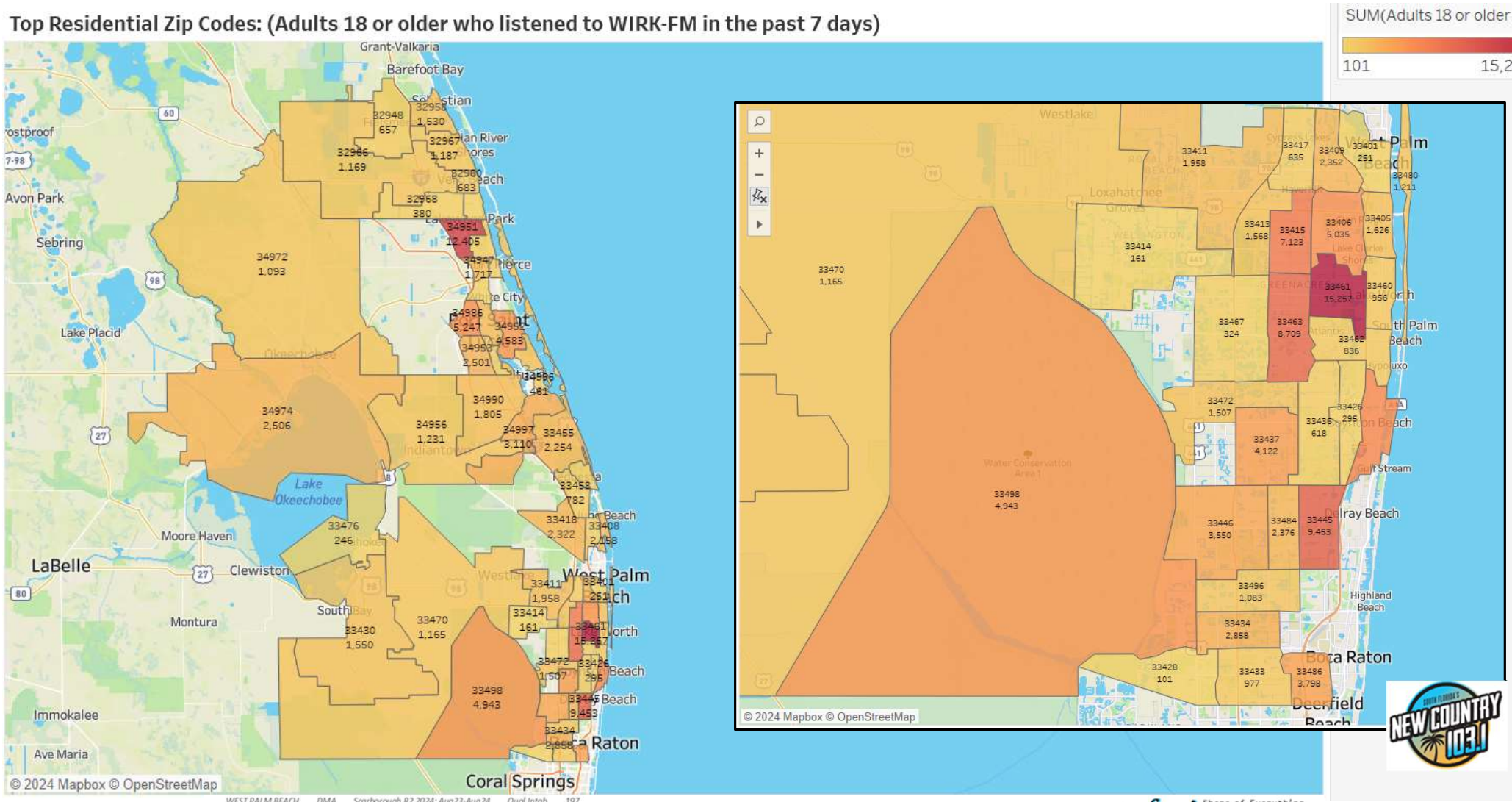


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(Radio Stations: WEAT-FM)

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



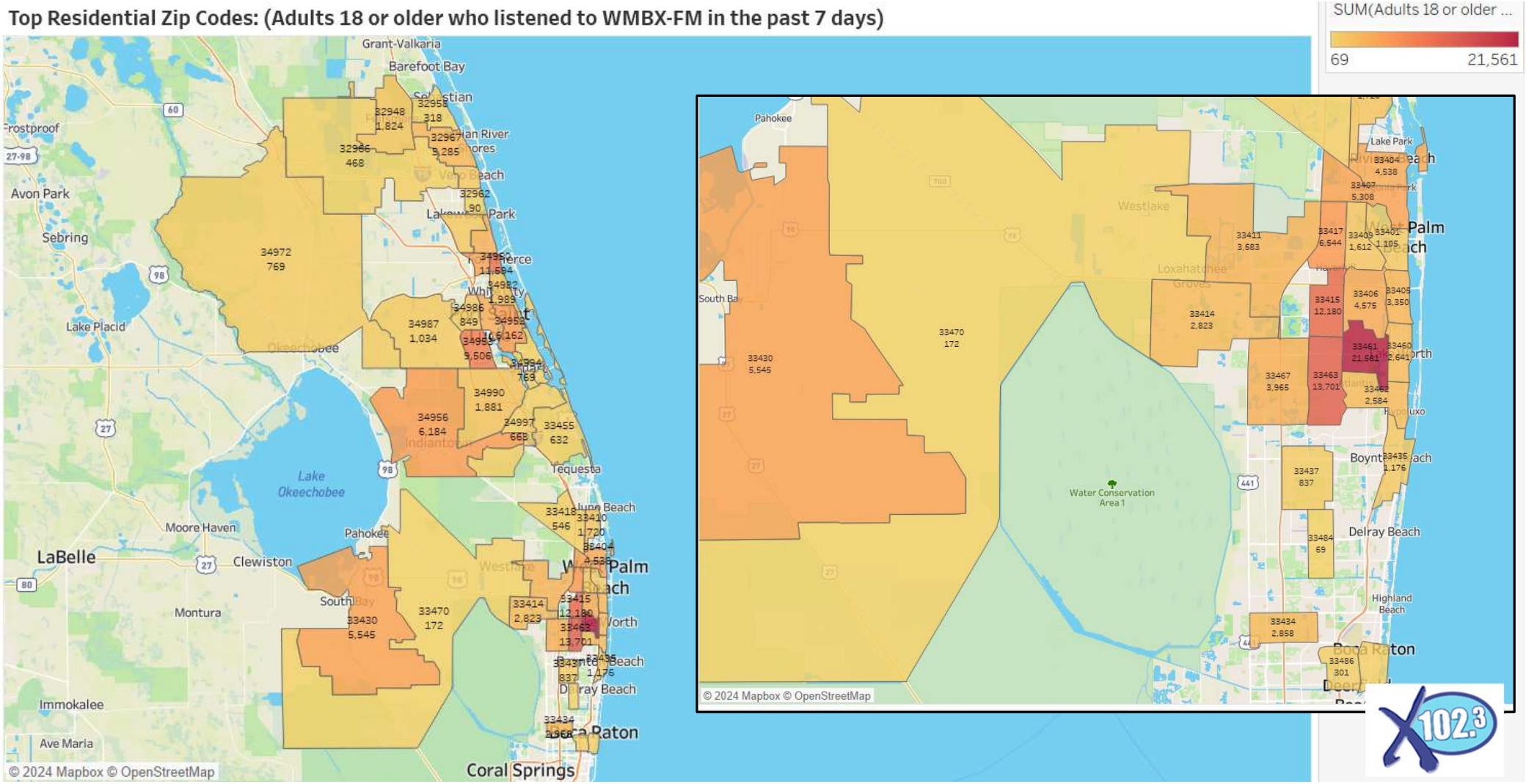
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(Radio Stations: WIRK-FM)

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

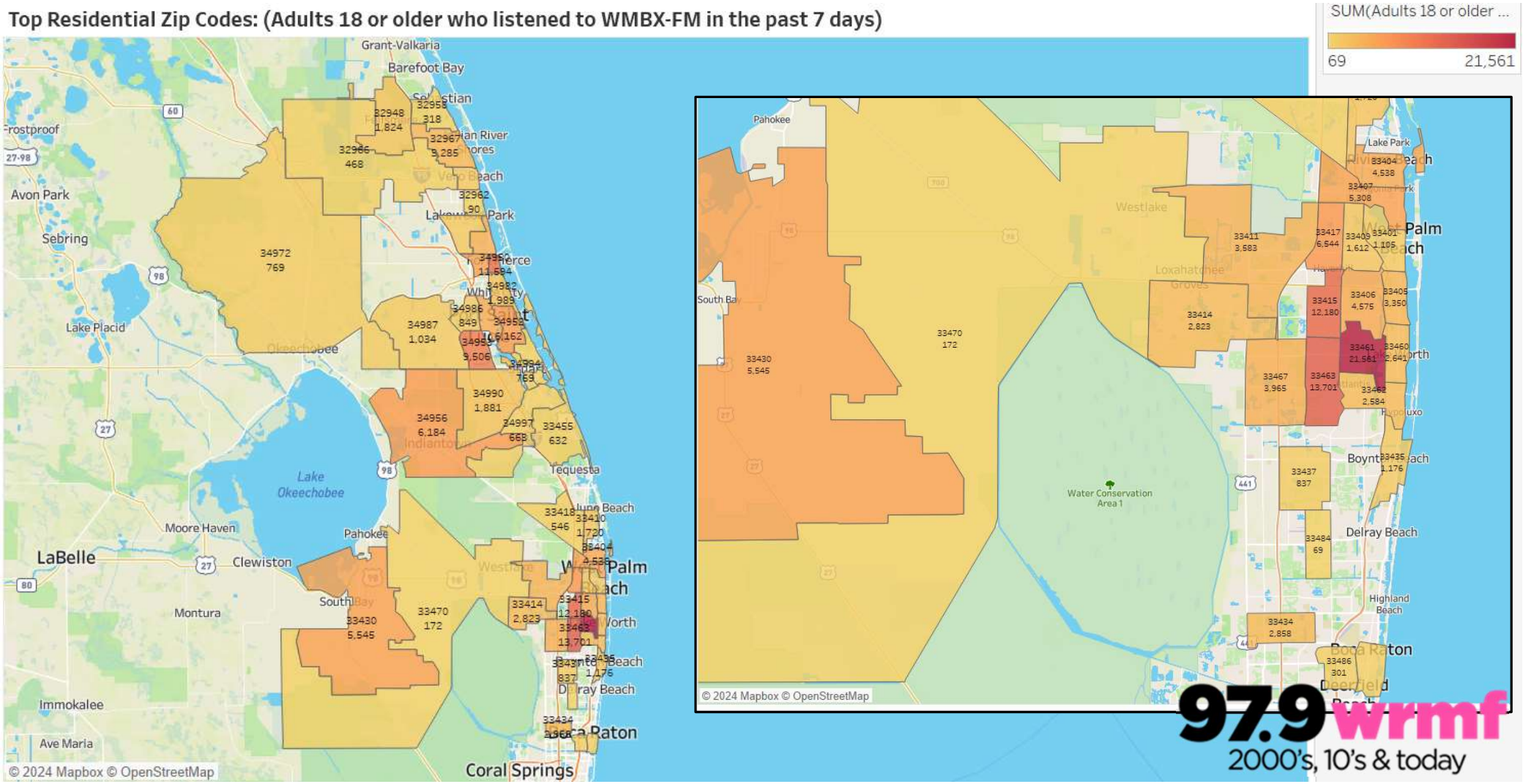


WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 167
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(Radio Stations: WMBX-FM)

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



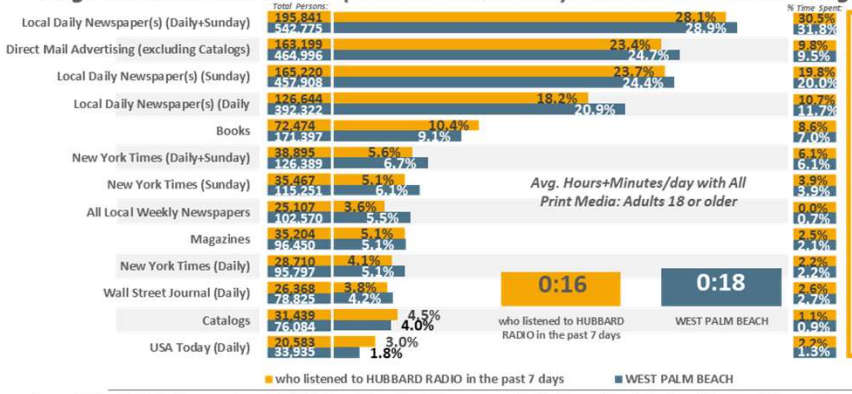
WEST PALM BEACH DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 268
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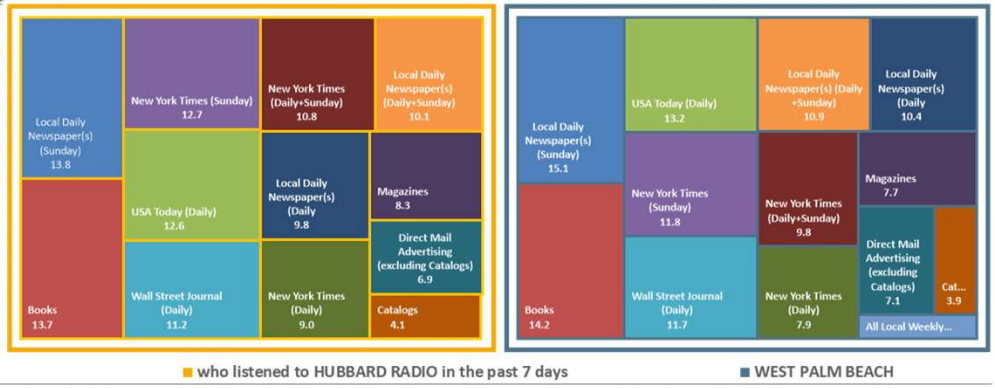
(Radio Stations: WRMF-FM)

195,841 or 28.1% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 33.3% of all time spent daily with All forms of Print Media.

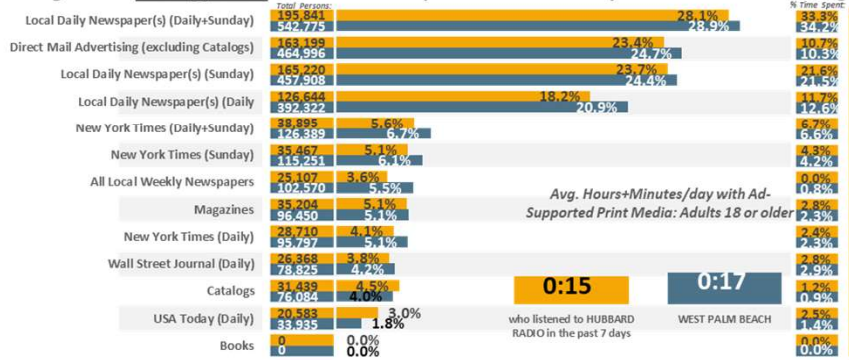
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



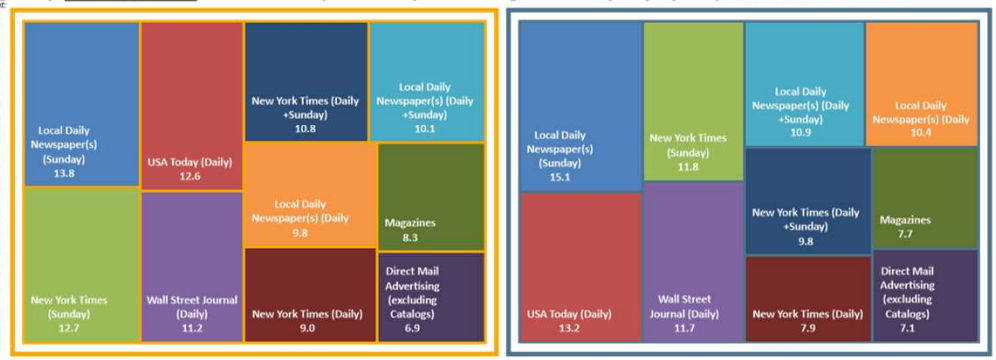
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 799

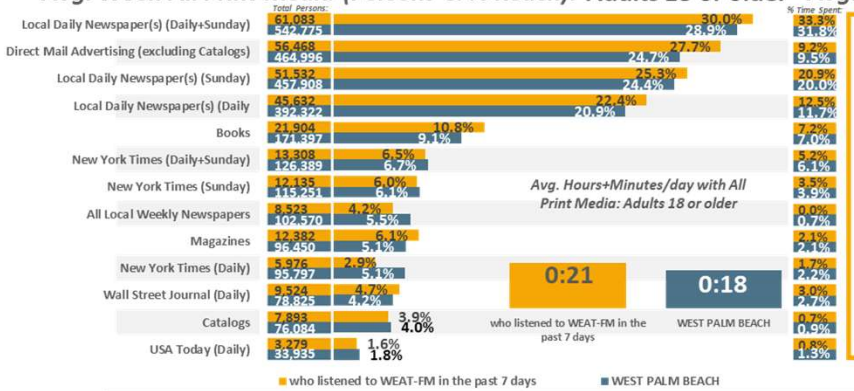
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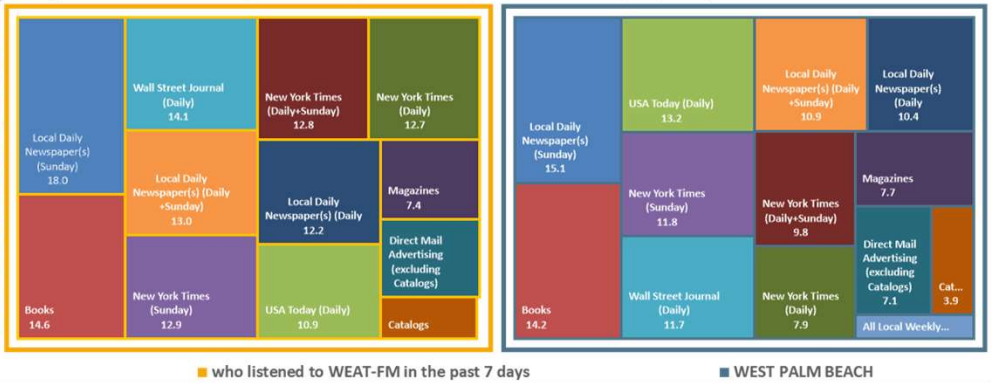
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM)

61,083 or 30.% of Adults 18 or older who listened to WEAT-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13. minutes every day representing 35.9% of all time spent daily with All forms of Print Media.

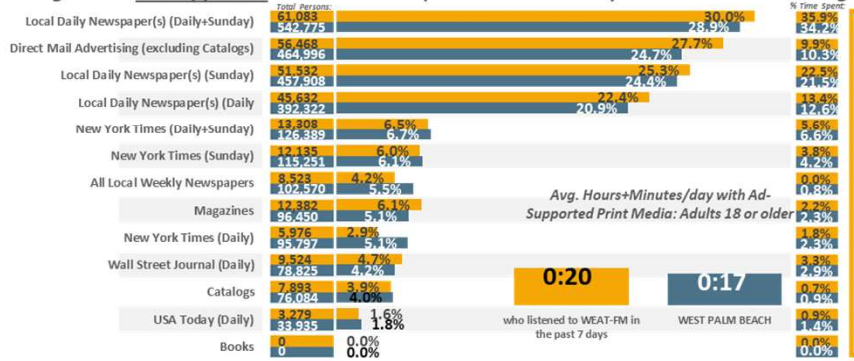
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



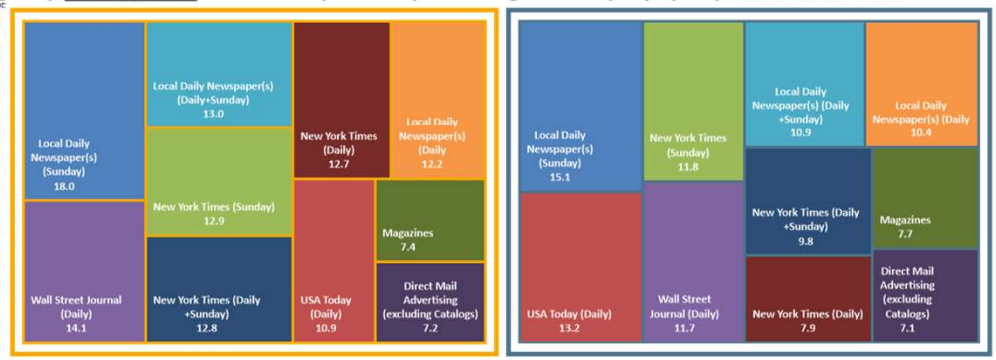
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 263

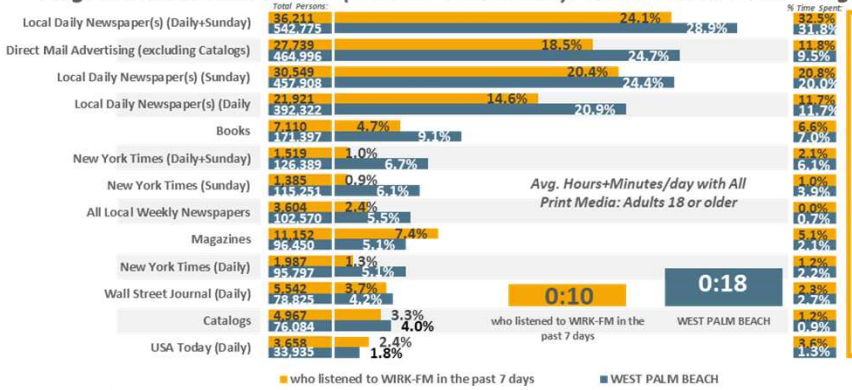
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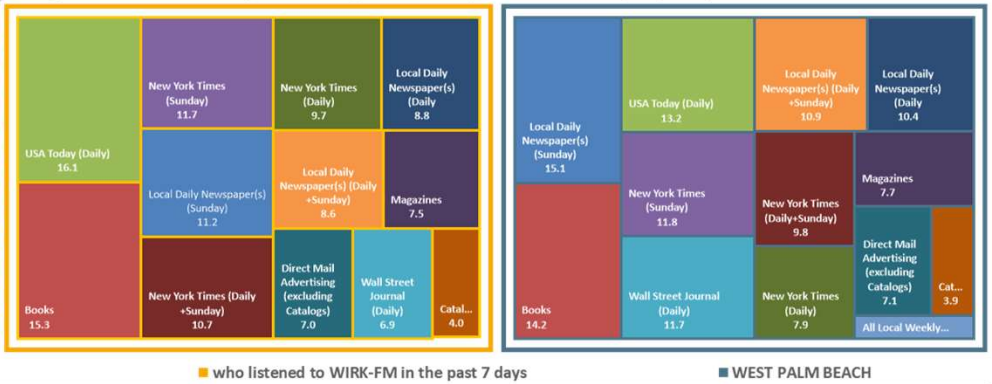
(Radio Stations: WEAT-FM)

36,211 or 24.1% of Adults 18 or older who listened to WIRK-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 34.8% of all time spent daily with All forms of Print Media.

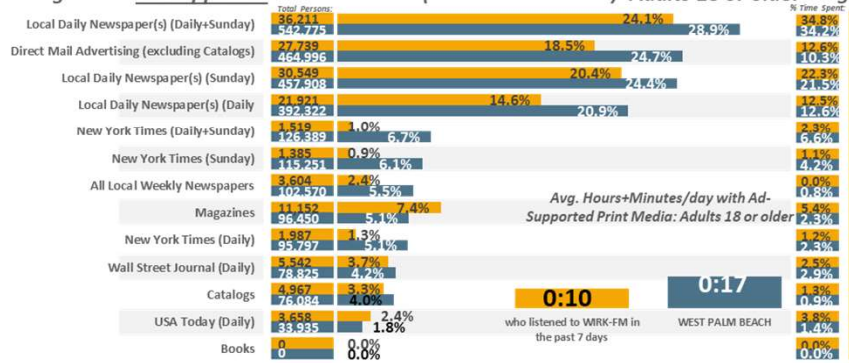
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 197

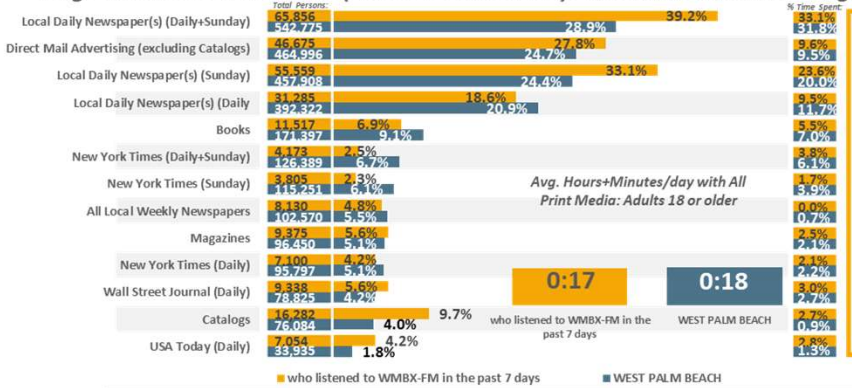
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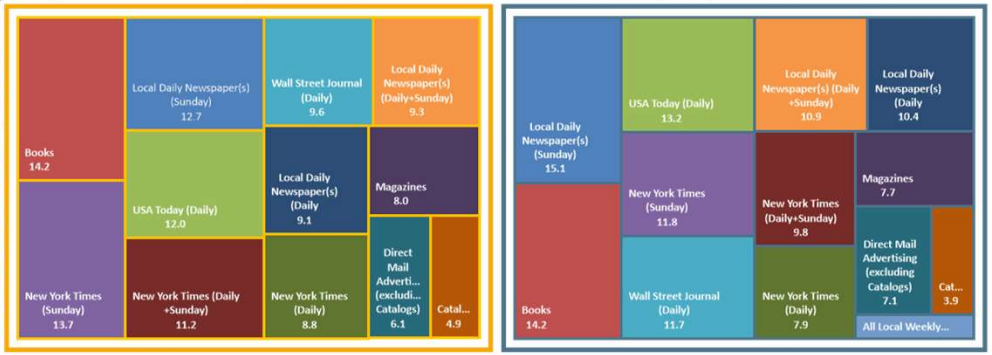
(Radio Stations: WIRK-FM)

65,856 or 39.2% of Adults 18 or older who listened to WMBX-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 35.% of all time spent daily with All forms of Print Media.

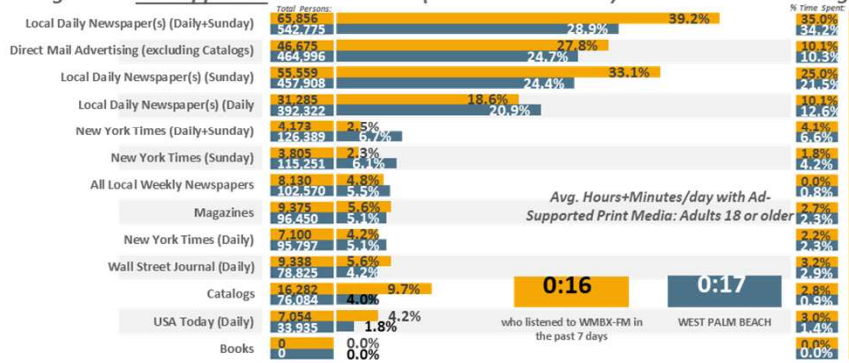
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 167

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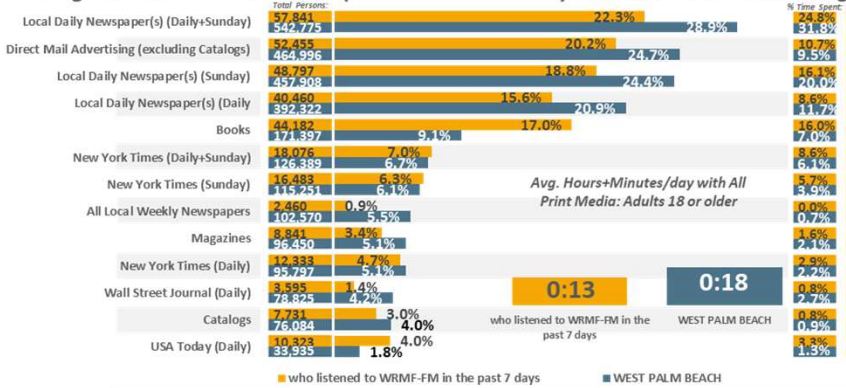
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(Radio Stations: WMBX-FM)

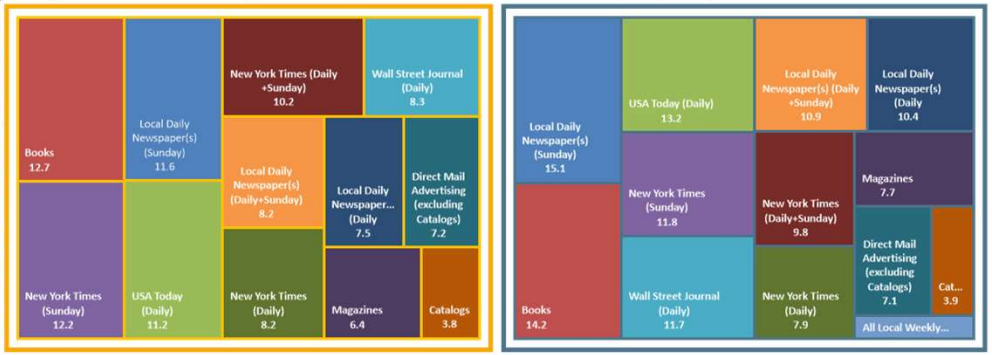
97.9 wrmf
2000's, 10's & today

57,841 or 22.3% of Adults 18 or older who listened to WRMF-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 29.5% of all time spent daily with All forms of Print Media.

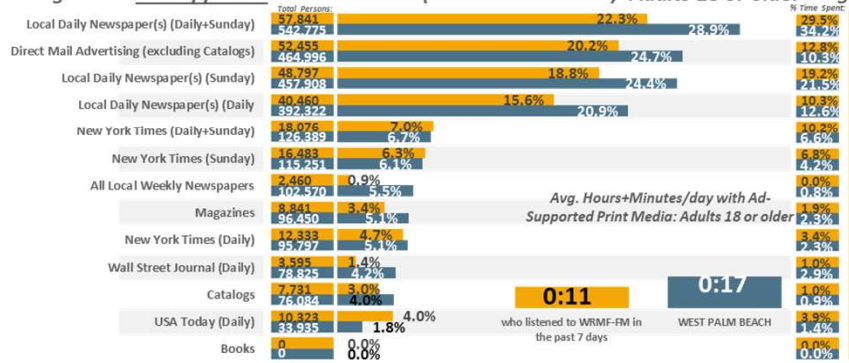
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



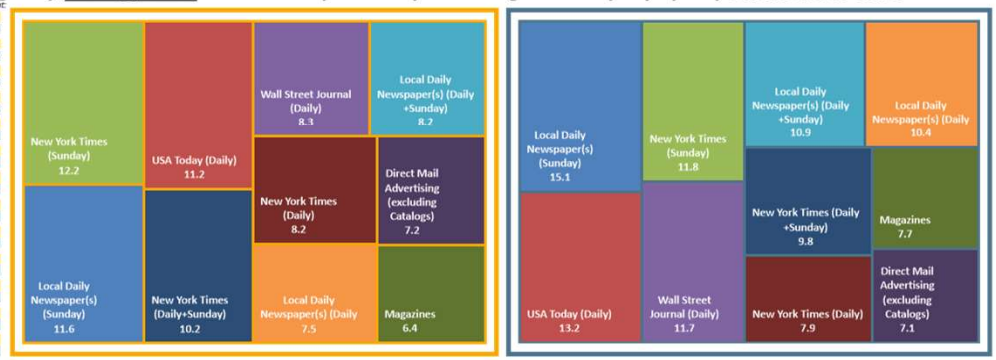
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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(Radio Stations: WRMF-FM)