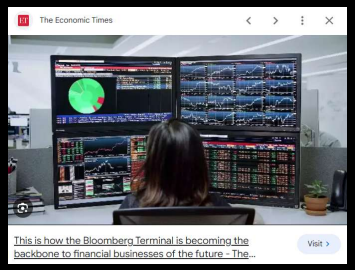
WEST PALM BEACH DMA – 5 P18+ Profiles of HUBBARD RADIO Listeners!

Brand New Data as of June 30, 2025!

Complete Demographic & Media Use Profiles









HUBBARD RADIO

SUNNY 107.9 FM

NEW COUNTRY 103.1

X 102.3

97.9 wrmf 2000's, 10's & today

P18+

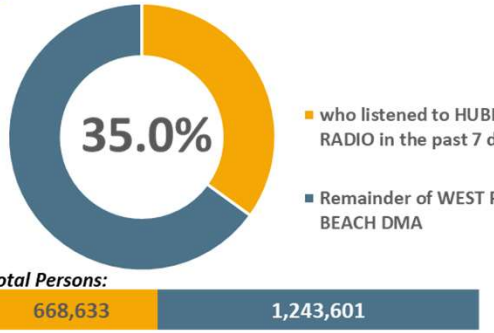
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

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

HUBBARD BROADCASTING INC. HB INC.

35.% or 668,633 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 52.4 years old (1.2% younger than average) and have a $97,474 (4.2% lower than average) annual household income.

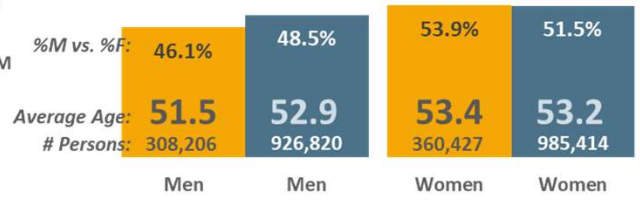
Percent of Market: Adults 18 or older



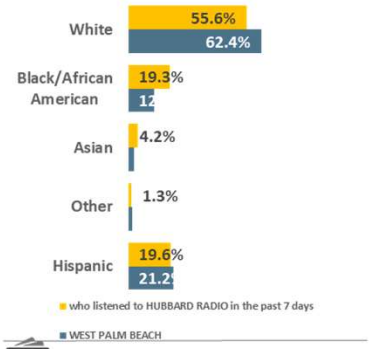
Total Persons:

668,633	1,243,601

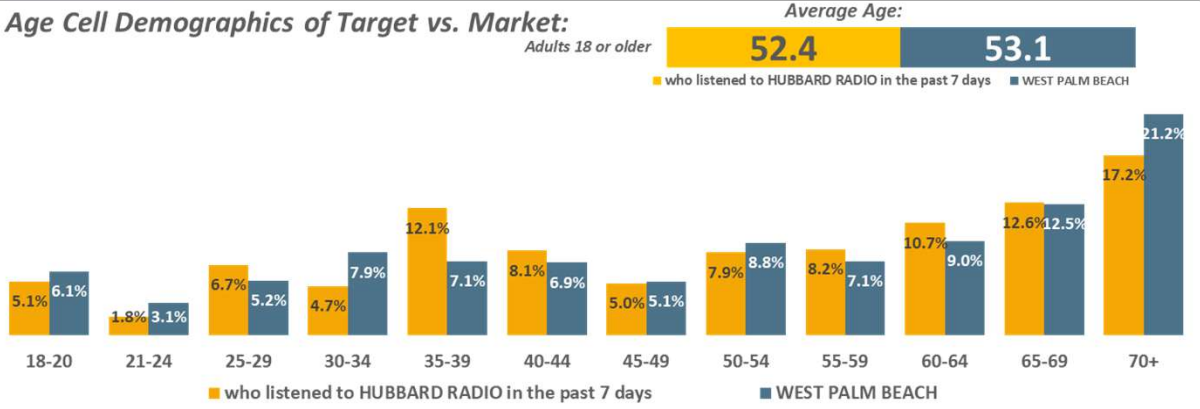
Gender of Target vs. Market: Adults 18 or older



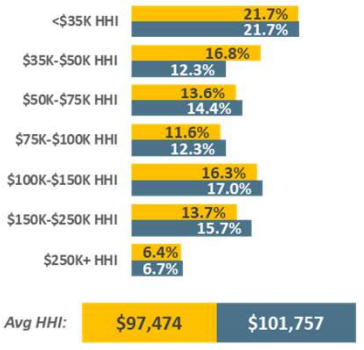
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$97,474	$101,757

WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 886

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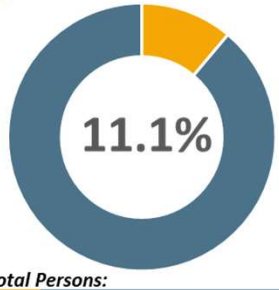
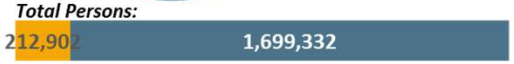
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

11.1% or 212,902 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WEAT-FM in the past 7...
Typical Adults 18 or older who listened to WEAT-FM in the past 7 days are 52.1 years old (1.9% younger than average) and have a $93,168 (8.4% lower than average) annual household income.

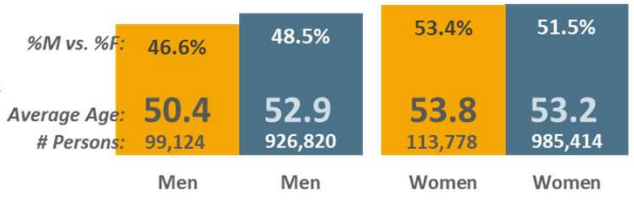
Percent of Market: Adults 18 or older



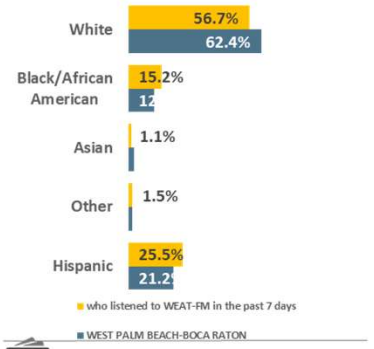
Total Persons:



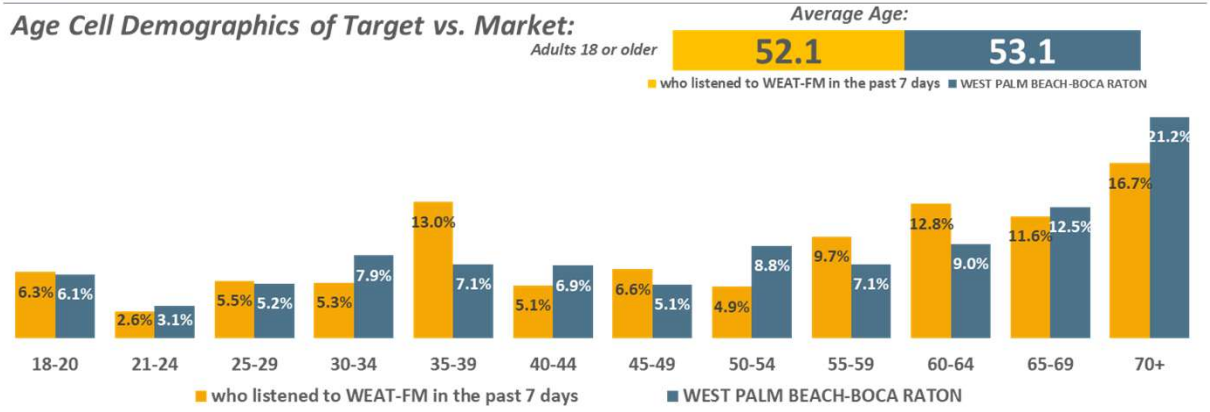
Gender of Target vs. Market: Adults 18 or older



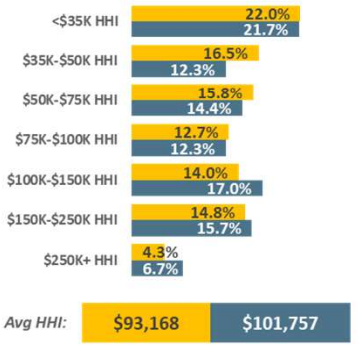
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 256

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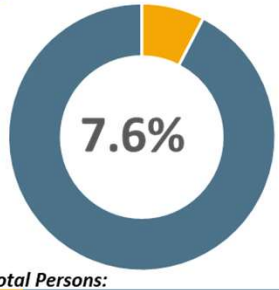
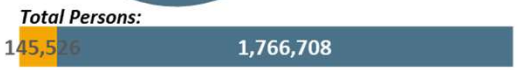
(Radio Stations: WEAT-FM)

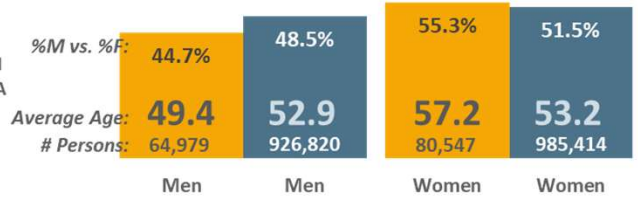
7.6% or 145,526 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WIRK-FM in the past 7...
Typical Adults 18 or older who listened to WIRK-FM in the past 7 days are 53.2 years old (.2% older than average) and have a $90,492 (11.1% lower than average) annual household income.

Percent of Market: Adults 18 or older

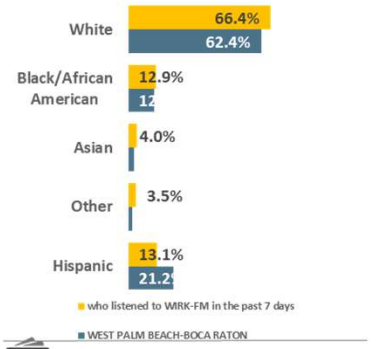




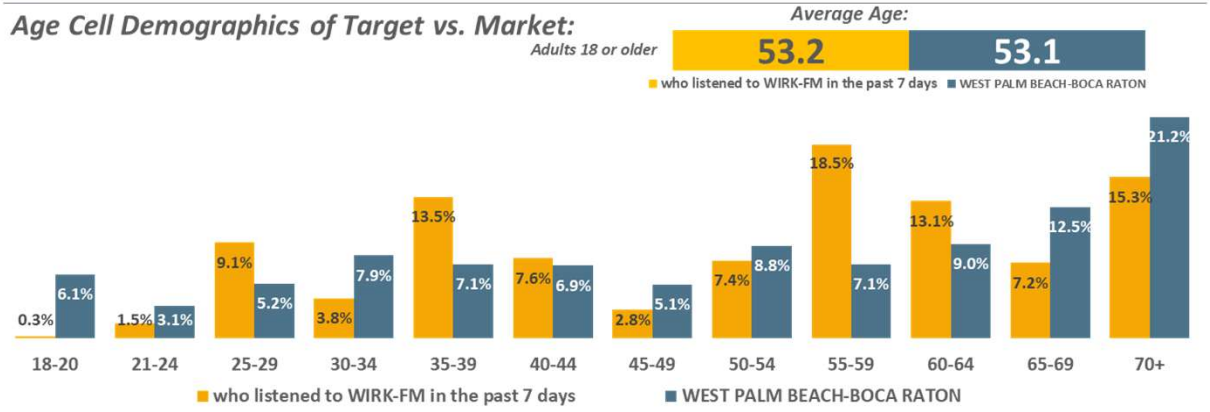
Gender of Target vs. Market: Adults 18 or older



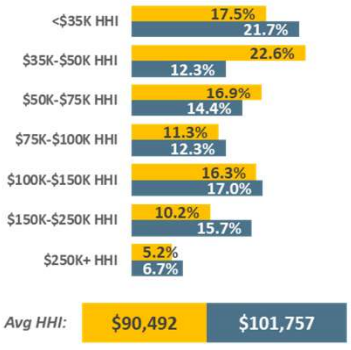
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 189

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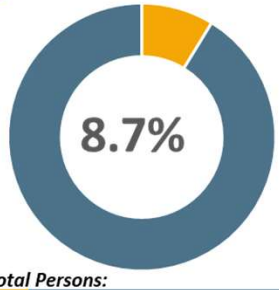
(Radio Stations: WIRK-FM)

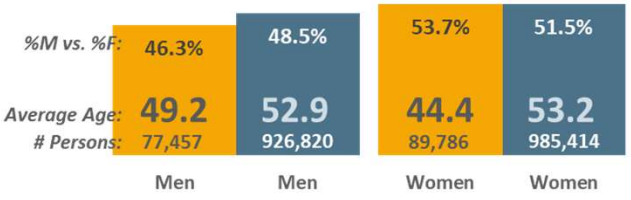
8.7% or 167,243 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WMBX-FM in the past 7...
Typical Adults 18 or older who listened to WMBX-FM in the past 7 days are 46.7 years old (11.9% younger than average) and have a $82,655 (18.8% lower than average) annual household income.

Percent of Market: Adults 18 or older

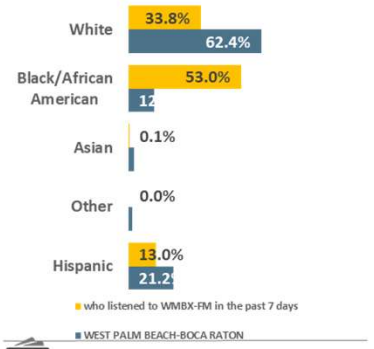




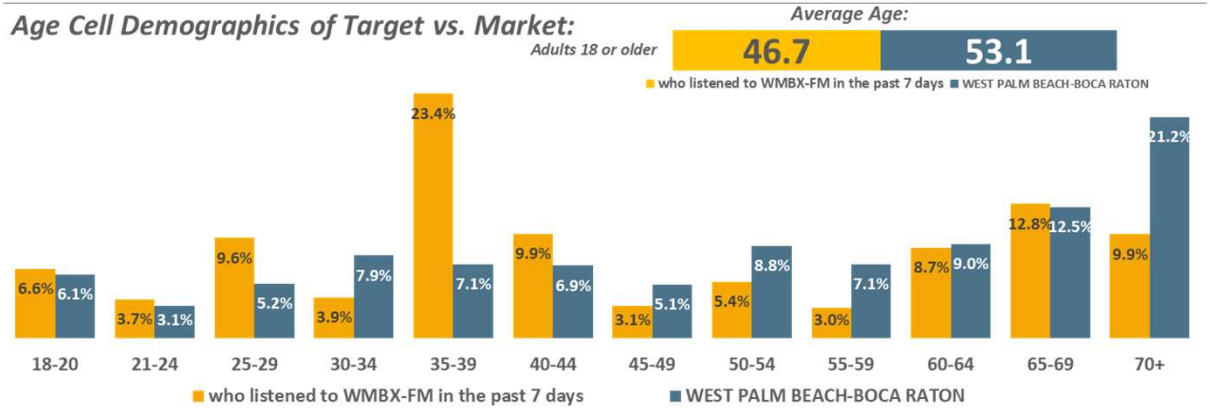
Gender of Target vs. Market: Adults 18 or older



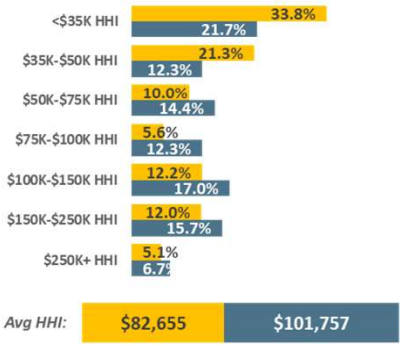
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 209

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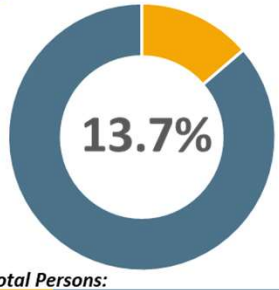
(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

13.7% or 262,488 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WRMF-FM in the past... Typical Adults 18 or older who listened to WRMF-FM in the past 7 days are 50.9 years old (4.% younger than average) and have a $100,124 (1.6% lower than average) annual household income.

Percent of Market: Adults 18 or older

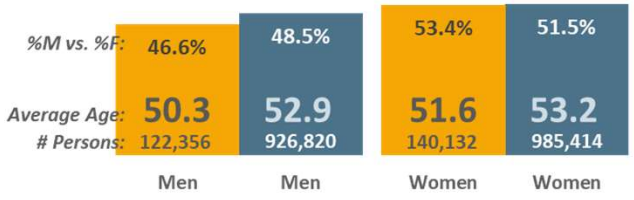


- who listened to WRMF-FM in the past 7 days
- Remainder of WEST PALM BEACH-BOCA RATON DMA

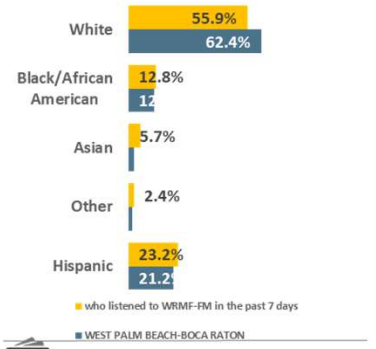
Total Persons:



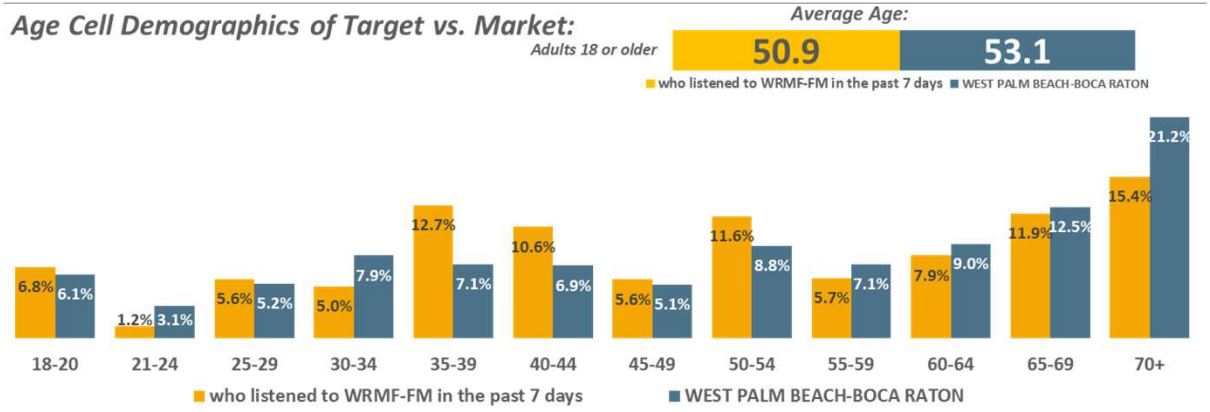
Gender of Target vs. Market: Adults 18 or older



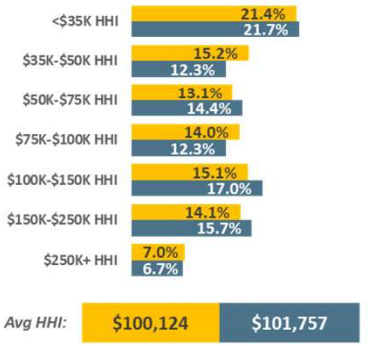
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 319

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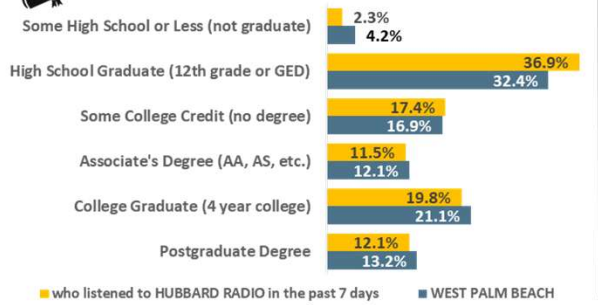
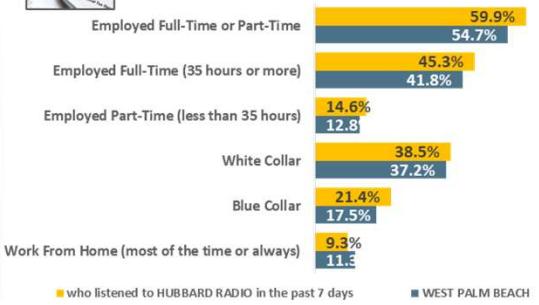
(Radio Stations: WRMF-FM)

35.% or 668,633 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 7.2% less likely to be a college graduate, 8.2% more likely to work full-time, 9.2% less likely to be married, 5.1% more likely to be a parent of 1 or more children under 18.

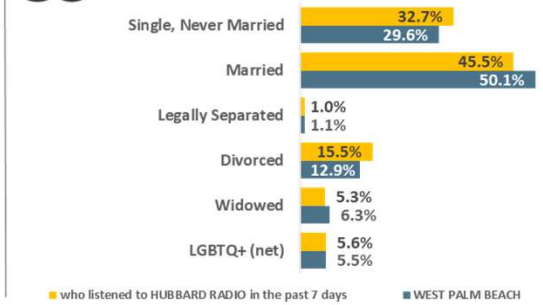
Education Levels: Adults 18 or older



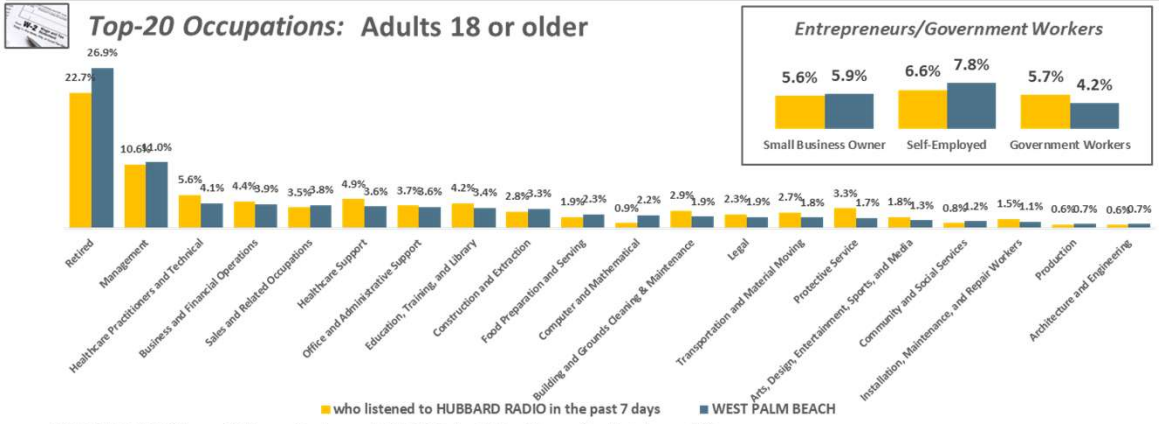
Employment: Adults 18 or older



Marital Status: Adults 18 or older

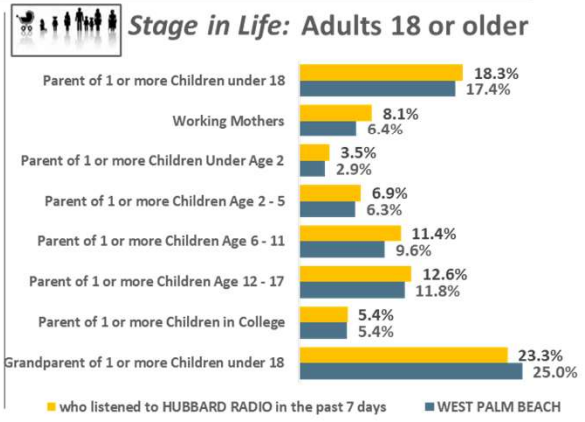


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 886

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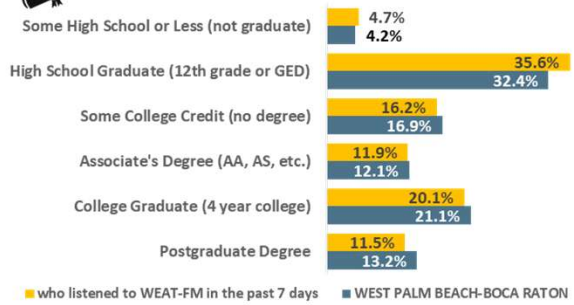
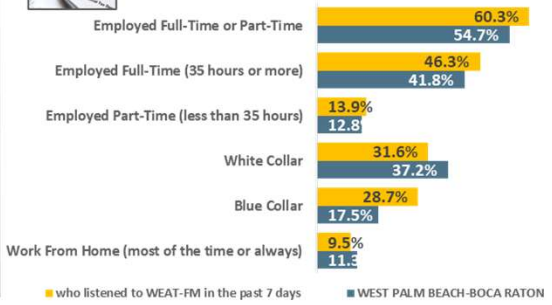
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

11.1% or 212,902 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WEAT-FM in the past... Adults 18 or older who listened to WEAT-FM in the past 7 days are 7.7% less likely to be a college graduate, 10.7% more likely to work full-time, 11.3% less likely to be married, 3.4% less likely to be a parent of 1 or more children under 18.

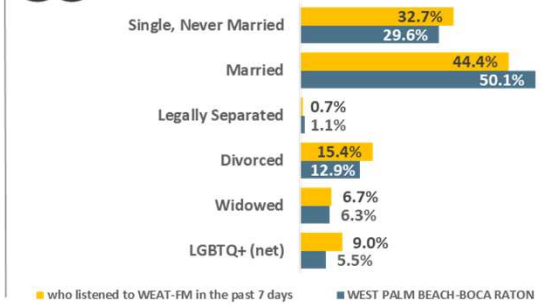
Education Levels: Adults 18 or older



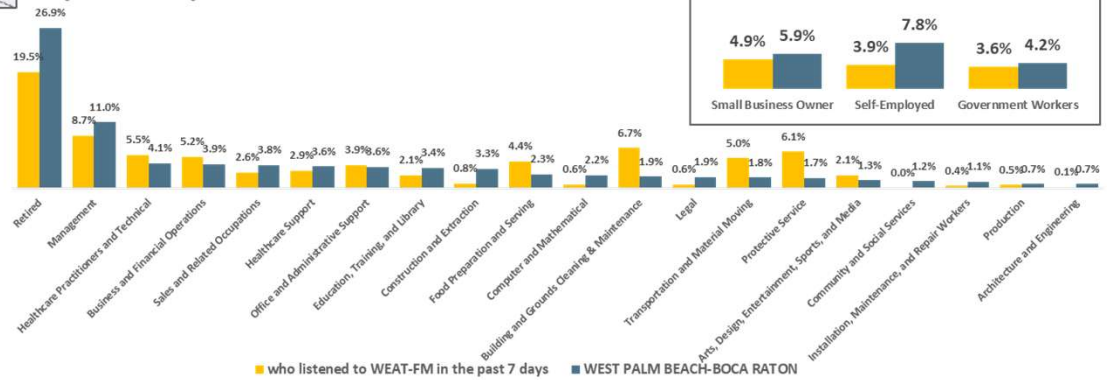
Employment: Adults 18 or older



Marital Status: Adults 18 or older

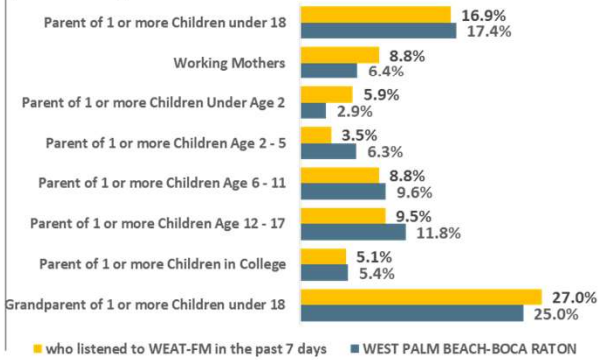


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 256

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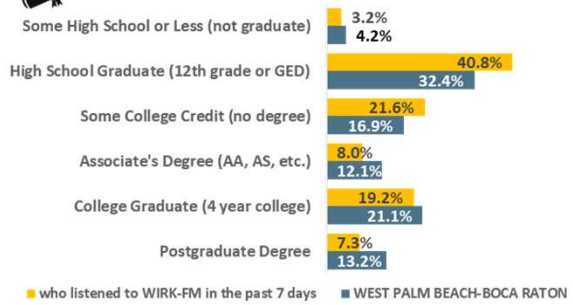
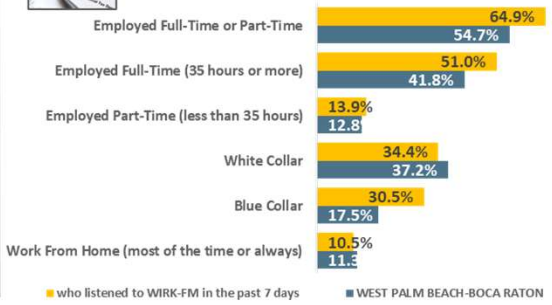
(Radio Stations: WEAT-FM)

7.6% or 145,526 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WIRK-FM in the past 7...
Adults 18 or older who listened to WIRK-FM in the past 7 days are 22.9% less likely to be a college graduate, 22.% more likely to work full-time, 13.2% less likely to be married, 27.4% less likely to be a parent of 1 or more children under 18.

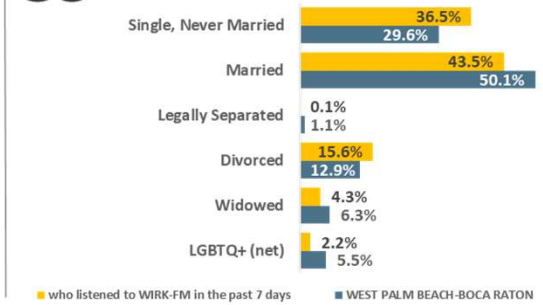
Education Levels: Adults 18 or older



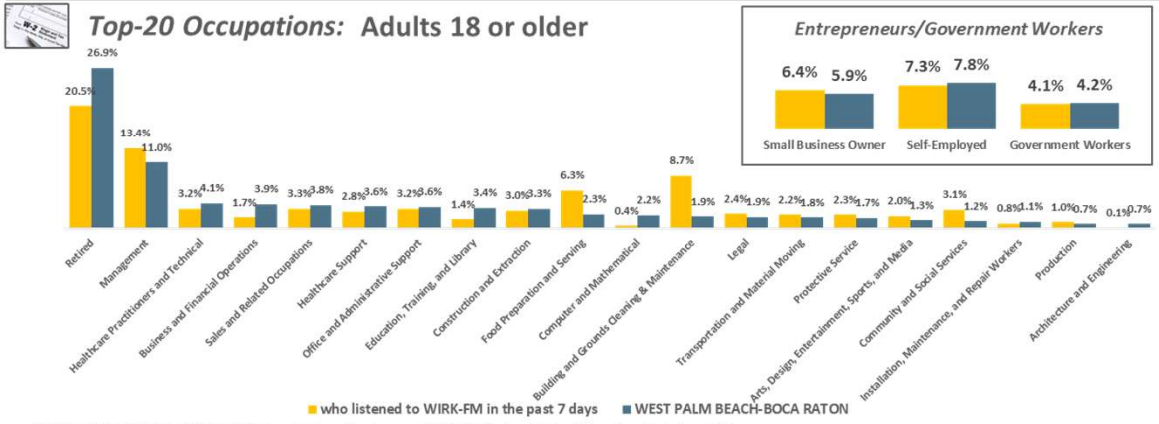
Employment: Adults 18 or older



Marital Status: Adults 18 or older

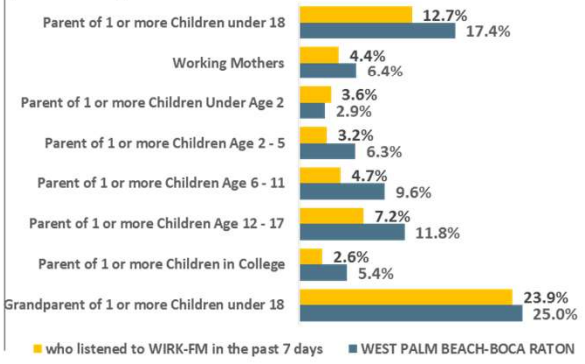


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 189

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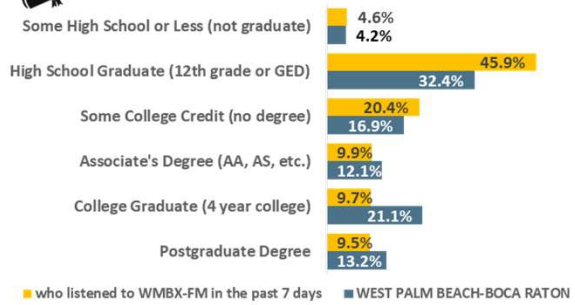
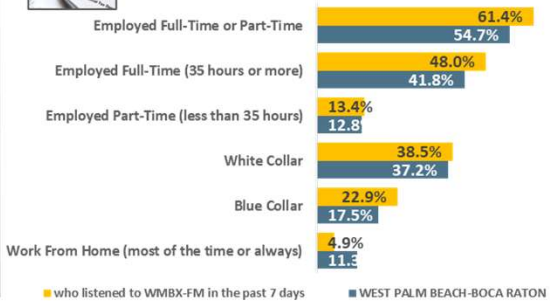
(Radio Stations: WIRK-FM)

8.7% or 167,243 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WMBX-FM in the past... Adults 18 or older who listened to WMBX-FM in the past 7 days are 43.9% less likely to be a college graduate, 14.6% more likely to work full-time, 28.6% less likely to be married, 6.9% more likely to be a parent of 1 or more children under 18.

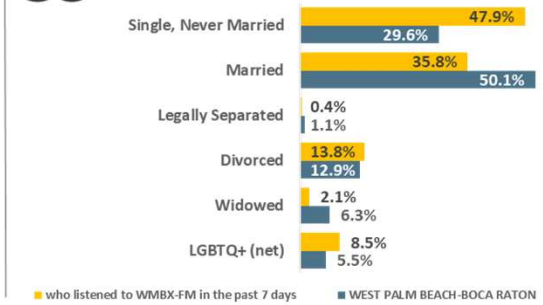
Education Levels: Adults 18 or older



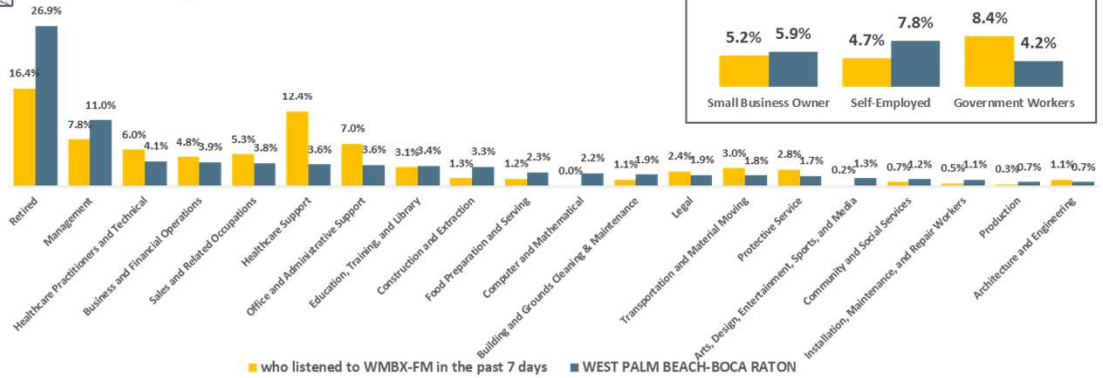
Employment: Adults 18 or older



Marital Status: Adults 18 or older

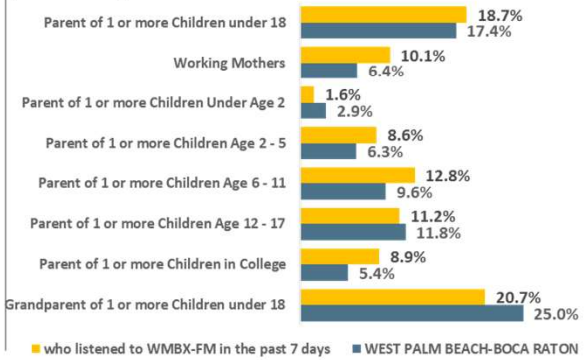


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 209

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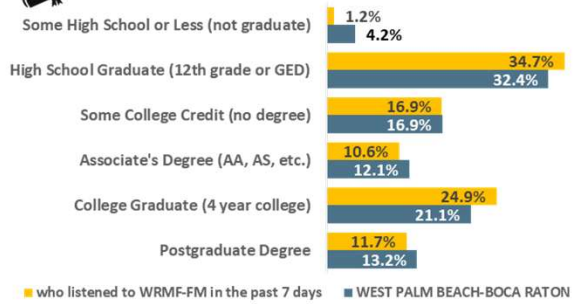
(Radio Stations: WMBX-FM)

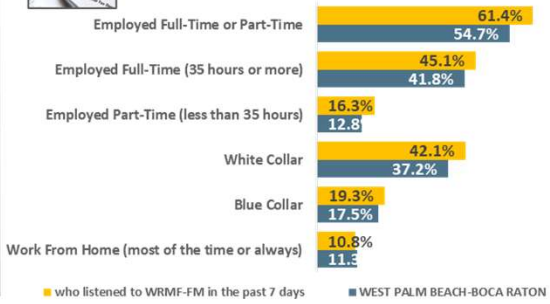
97.9 wrmf
2000's, 10's & today

13.7% or 262,488 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WRMF-FM in the past... Adults 18 or older who listened to WRMF-FM in the past 7 days are 6.7% more likely to be a college graduate, 7.7% more likely to work full-time, 9.2% less likely to be married, 12.3% more likely to be a parent of 1 or more children under 18.

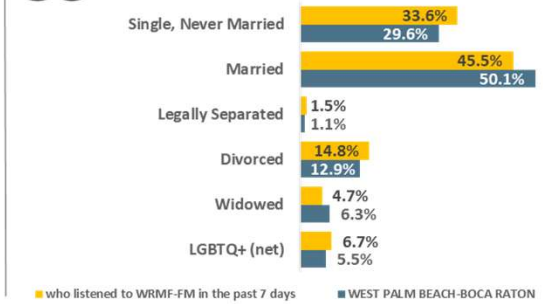
Education Levels: Adults 18 or older



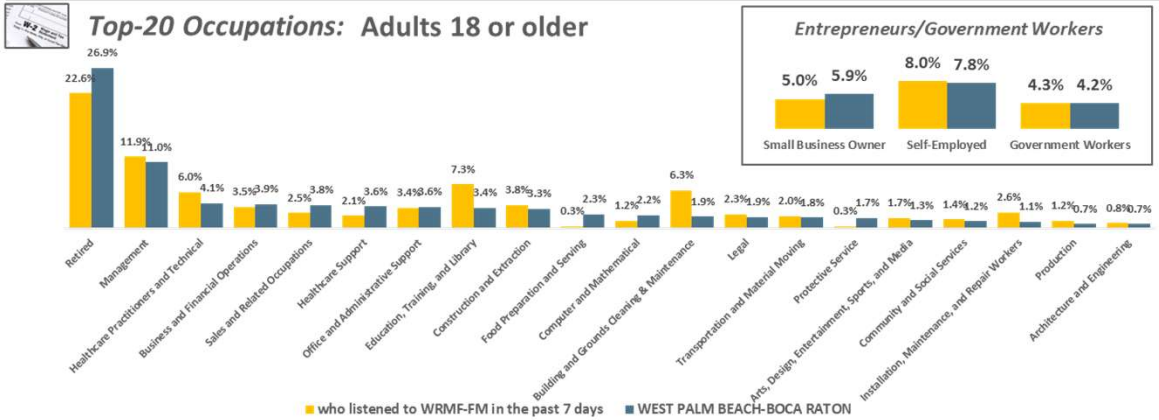
Employment: Adults 18 or older



Marital Status: Adults 18 or older

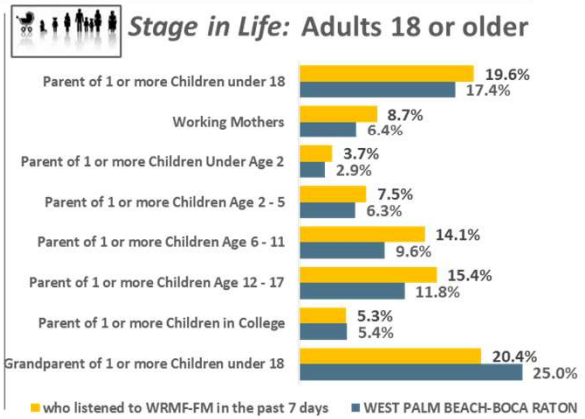


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 319

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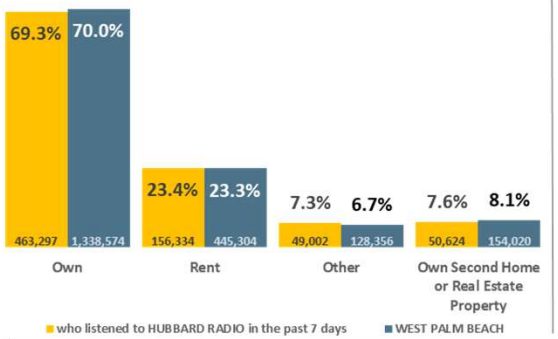
(Radio Stations: WRMF-FM)

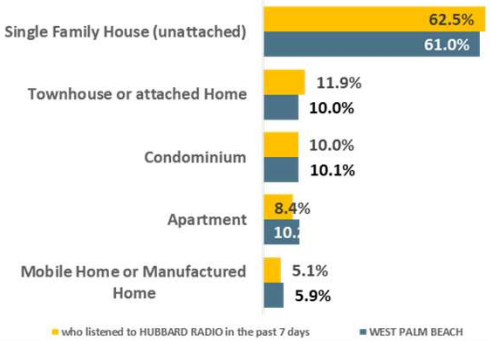
HUBBARD RADIO

35.% or 668,633 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 1.% less likely to own their home, 1.2% more likely to own a lower valued home, 2.4% more likely to have a single-family home, 5.4% less likely to have a dog.

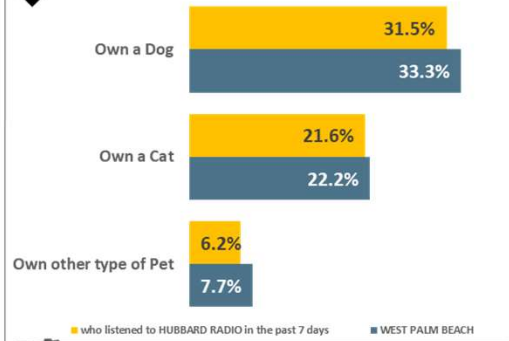
Own/Rent/Other: Adults 18 or older



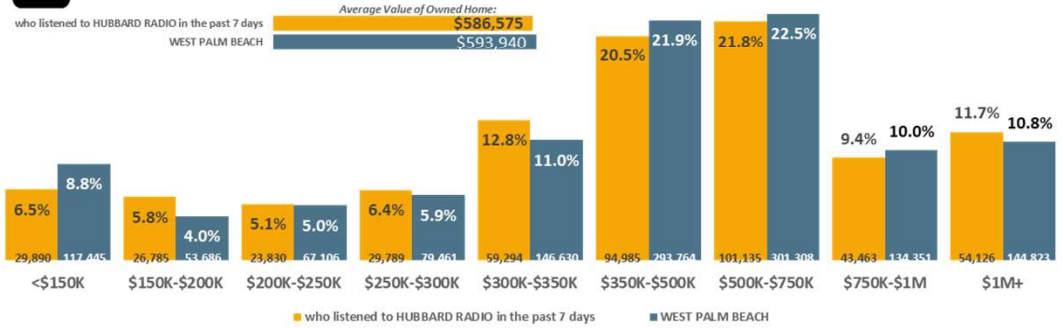
Type of Home: Adults 18 or older



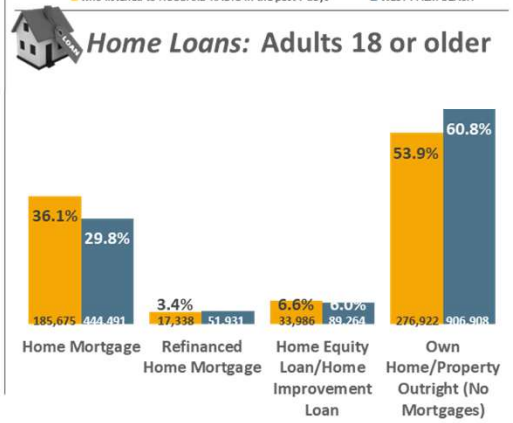
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 886

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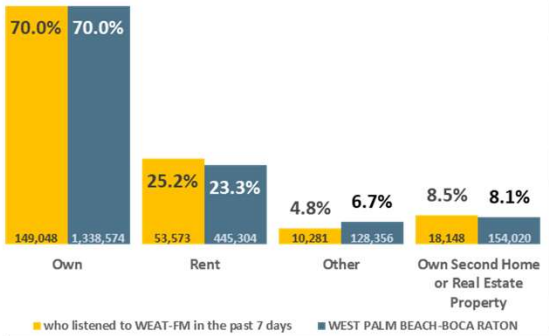
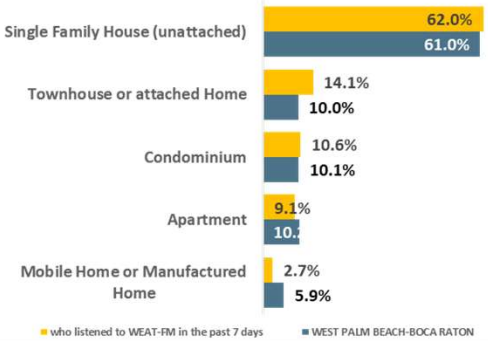
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

11.1% or 212,902 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WEAT-FM in the past 7... Adults 18 or older who listened to WEAT-FM in the past 7 days are .% more likely to own their home, 11.2% more likely to own a lower valued home, 1.5% more likely to have a single-family home, .6% more likely to have a dog.

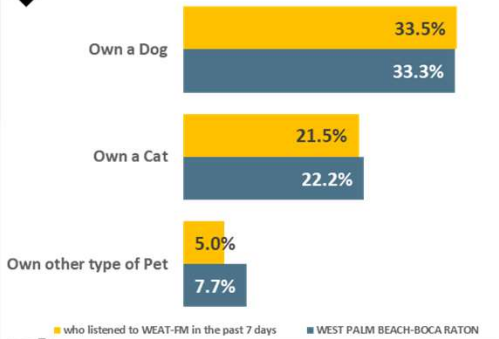
Own/Rent/Other: Adults 18 or older



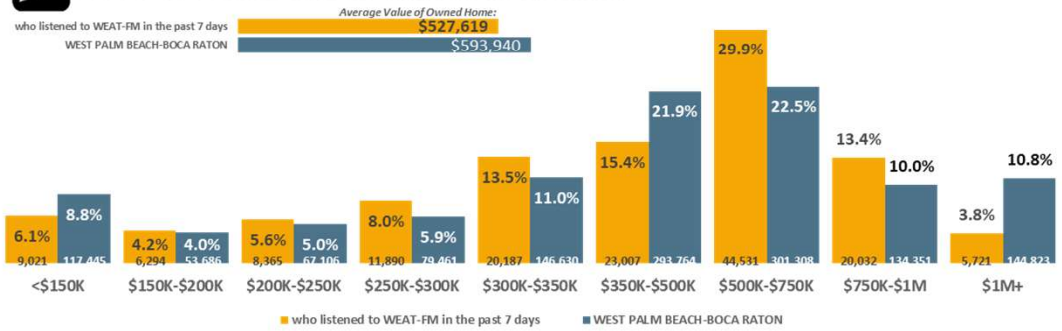
Type of Home: Adults 18 or older



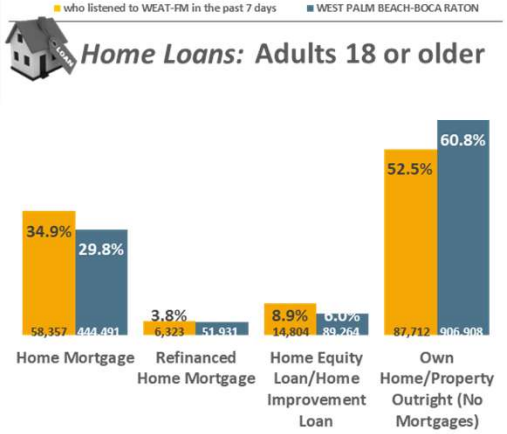
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 256

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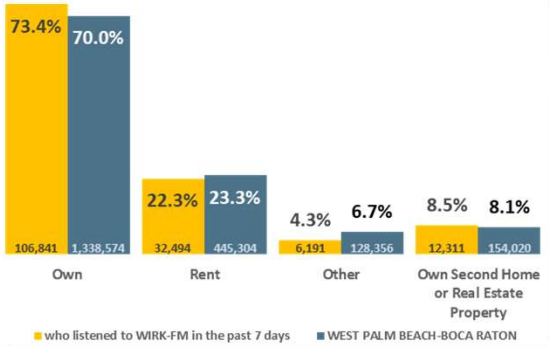
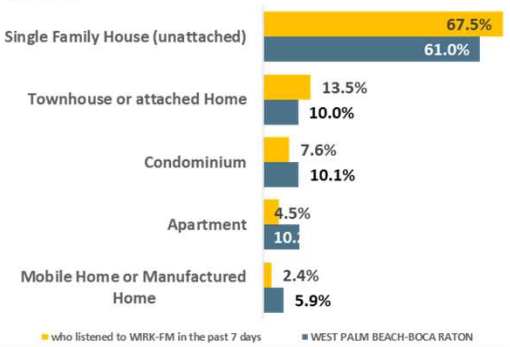
(Radio Stations: WEAT-FM)

7.6% or 145,526 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WIRK-FM in the past 7... Adults 18 or older who listened to WIRK-FM in the past 7 days are 4.9% more likely to own their home, 11.3% more likely to own a lower valued home, 10.5% more likely to have a single-family home, 23.7% more likely to have a dog.

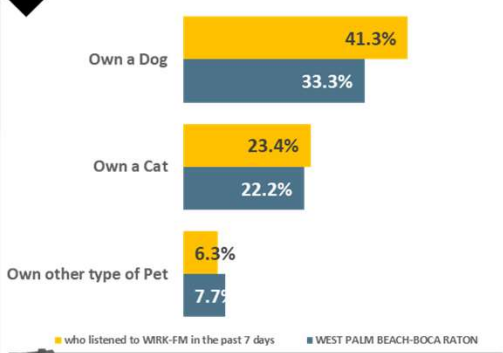
Own/Rent/Other: Adults 18 or older



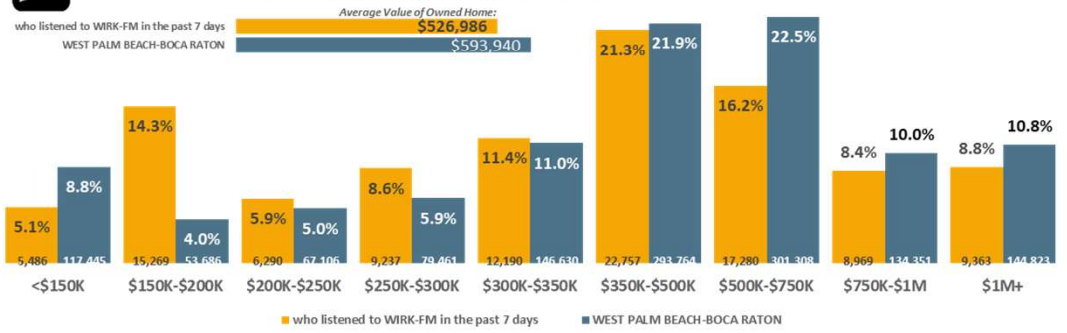
Type of Home: Adults 18 or older



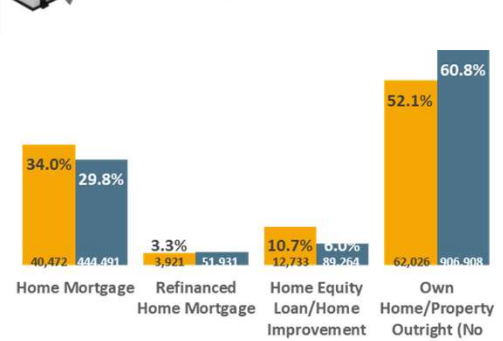
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 189

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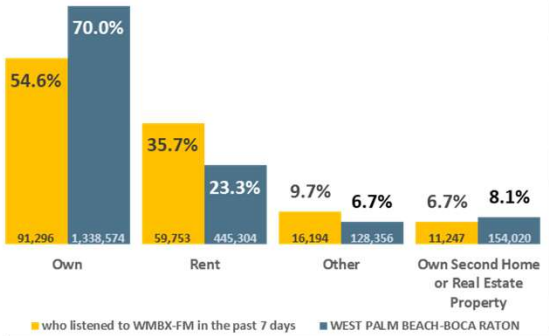
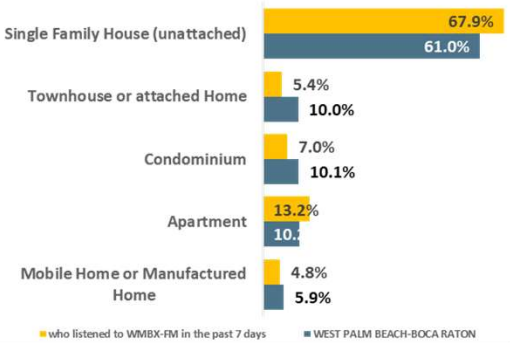
(Radio Stations: WIRK-FM)

8.7% or 167,243 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WMBX-FM in the past 7... Adults 18 or older who listened to WMBX-FM in the past 7 days are 22.% less likely to own their home, 3.1% more likely to own a lower valued home, 11.2% more likely to have a single-family home, 27.5% less likely to have a dog.

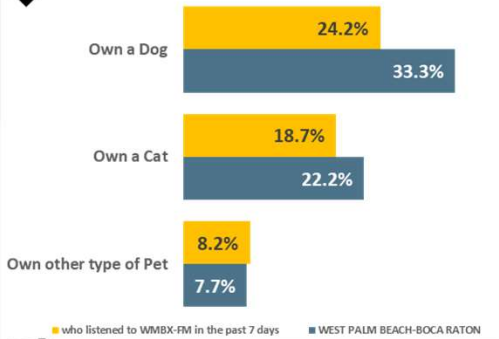
Own/Rent/Other: Adults 18 or older



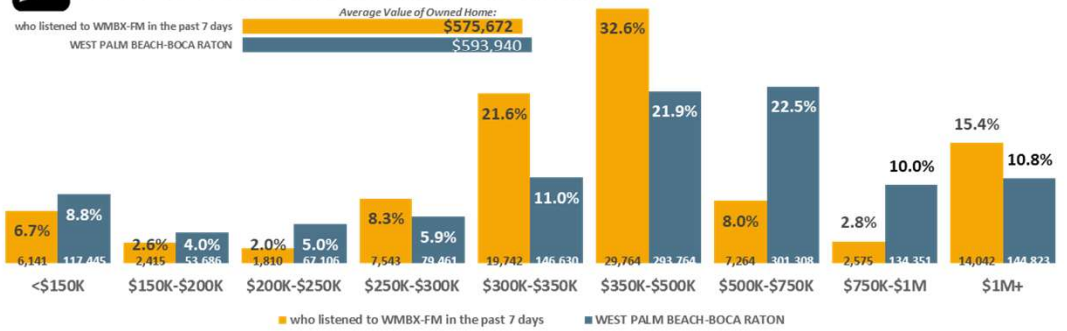
Type of Home: Adults 18 or older



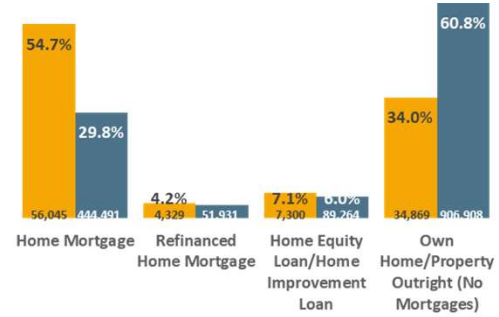
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 209

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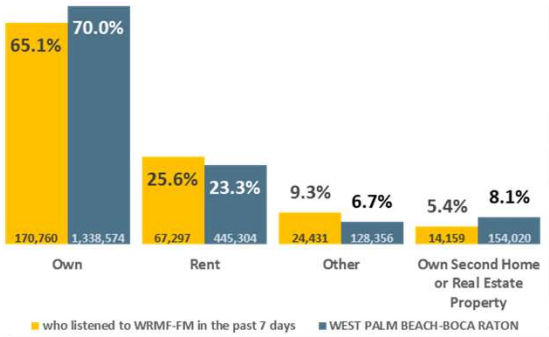
(Radio Stations: WMBX-FM)

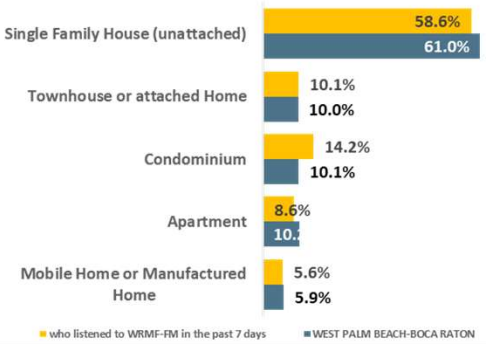
97.9 wrmf
2000's, 10's & today

13.7% or 262,488 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WRMF-FM in the past 7... Adults 18 or older who listened to WRMF-FM in the past 7 days are 7.1% less likely to own their home, 3.% more likely to own a higher valued home, 4.% less likely to have a single-family home, 2.7% more likely to have a dog.

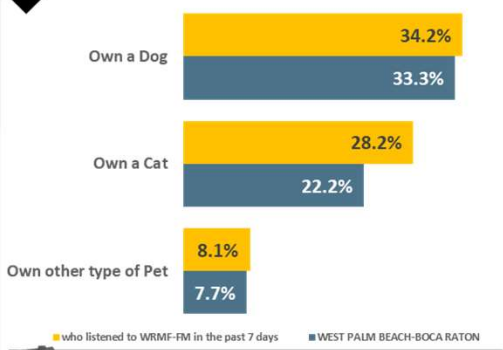
Own/Rent/Other: Adults 18 or older



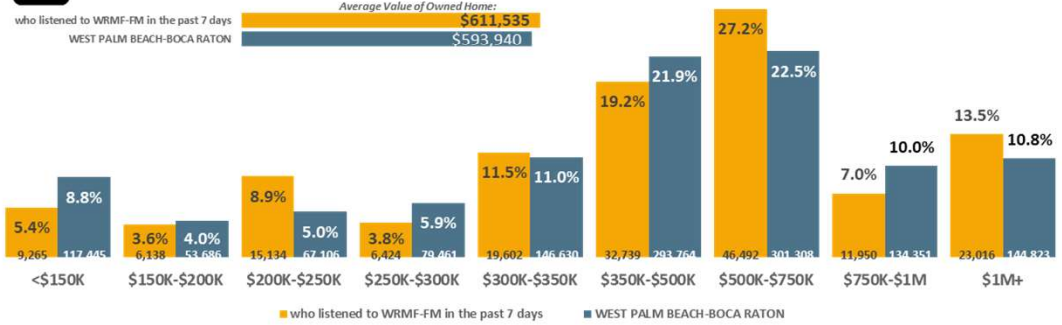
Type of Home: Adults 18 or older



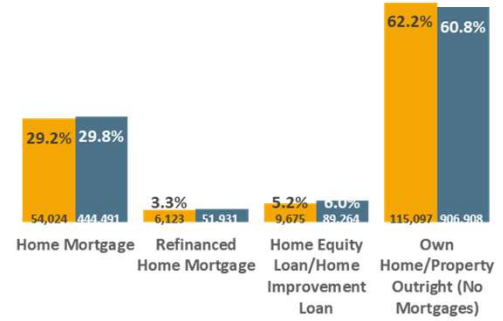
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 319

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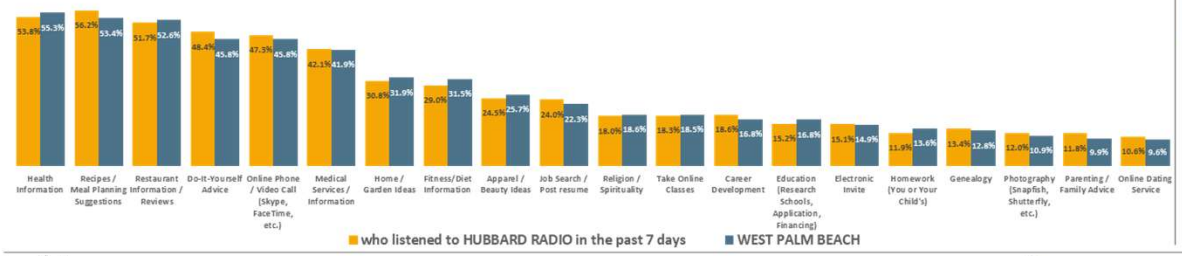
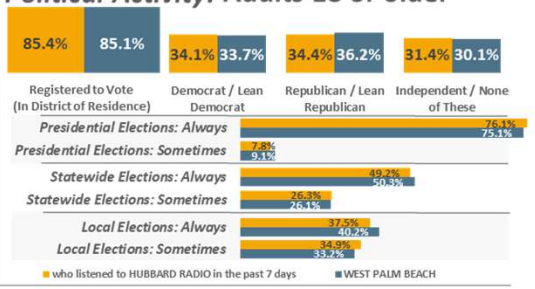
(Radio Stations: WRMF-FM)

35.% or 668,633 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 5.7% more likely to look up D-I-Y advice online, 6.7% less likely to always vote in local elections, 6.% less likely to belong to a gym, 6.5% less likely to fly domestic past yr.

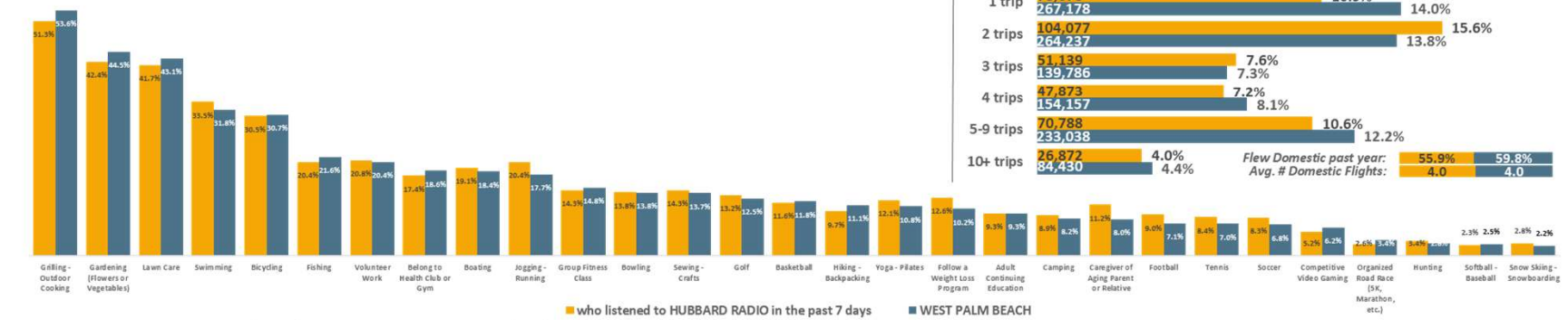
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 2025: Aug24-Jun25 Qual Intab 886

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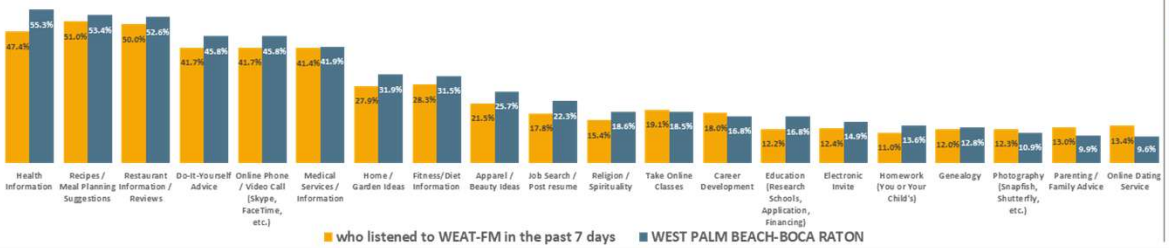
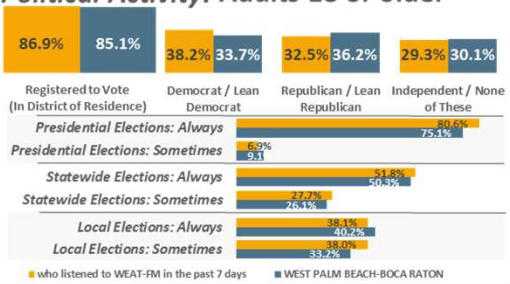
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

11.1% or 212,902 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WEAT-FM in the… Adults 18 or older who listened to WEAT-FM in the past 7 days are 9.% less likely to look up D-I-Y advice online, 5.2% less likely to always vote in local elections, .8% less likely to belong to a gym, 2.2% less likely to fly domestic past yr.

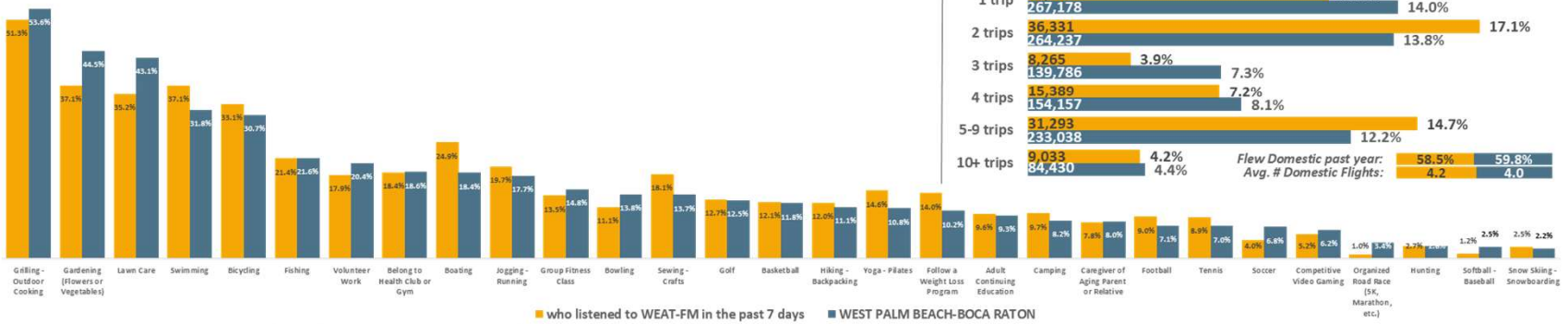
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 256

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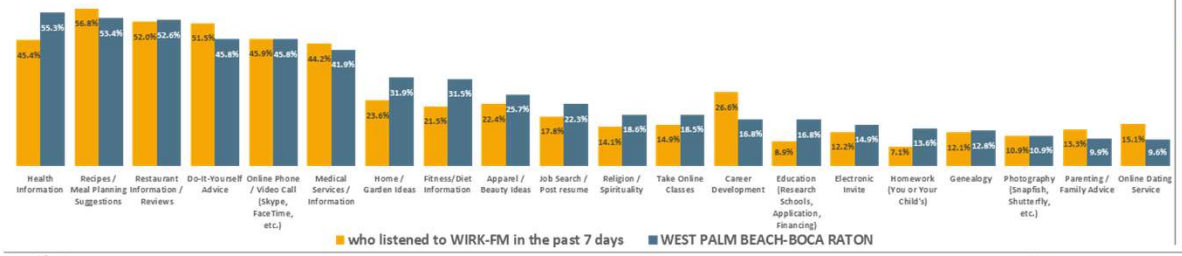
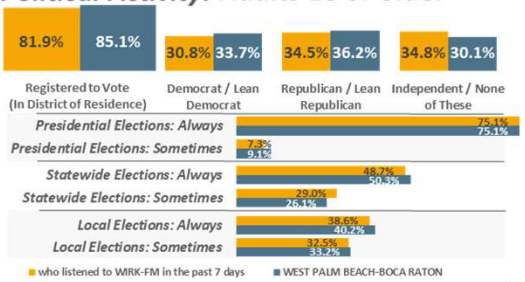
(Radio Stations: WEAT-FM)

7.6% or 145,526 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WIRK-FM in the past… Adults 18 or older who listened to WIRK-FM in the past 7 days are 12.4% more likely to look up D-I-Y advice online, 4.1% less likely to always vote in local elections, 29.8% less likely to belong to a gym, 31.9% less likely to fly domestic past yr.

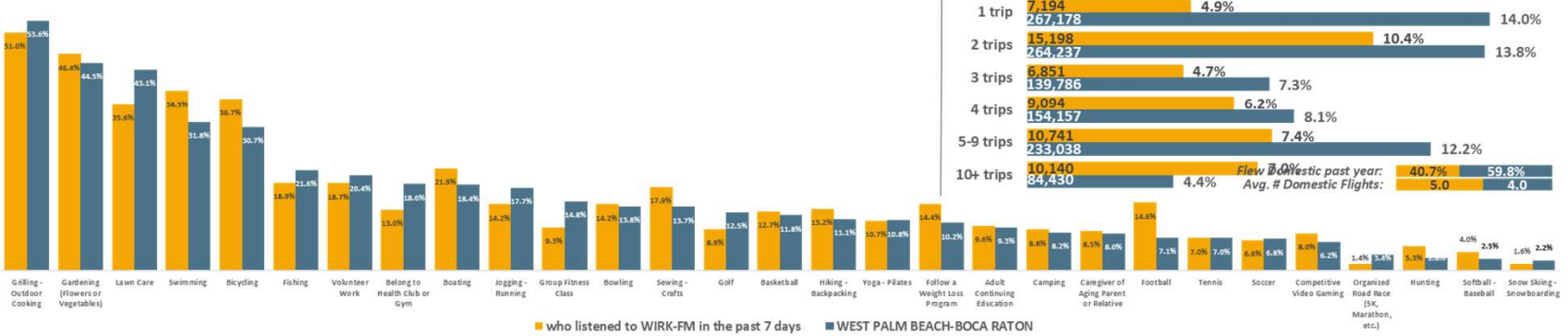
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 189

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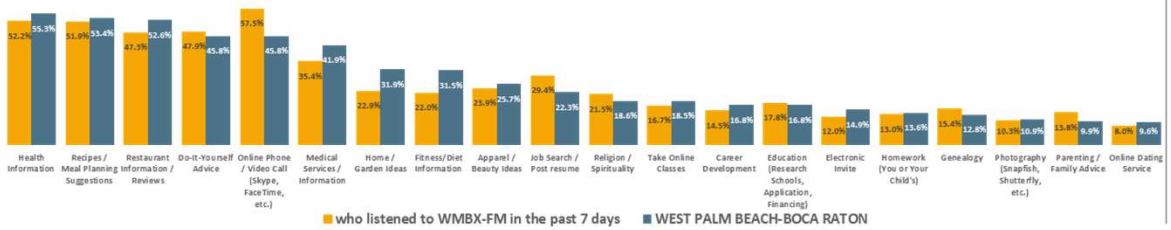
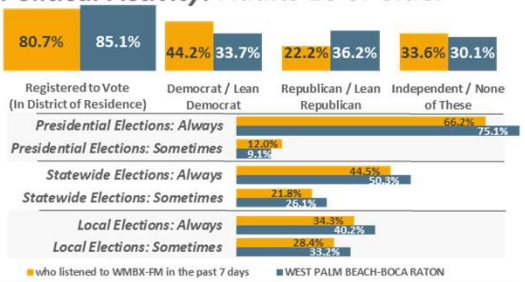
(Radio Stations: WIRK-FM)

8.7% or 167,243 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WMBX-FM in the… Adults 18 or older who listened to WMBX-FM in the past 7 days are 4.5% more likely to look up D-I-Y advice online, 14.8% less likely to always vote in local elections, 40.3% less likely to belong to a gym, 14.2% less likely to fly domestic past yr.

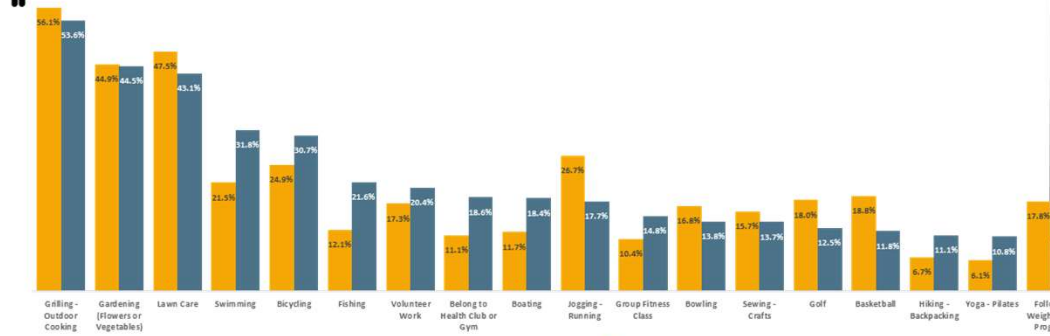
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



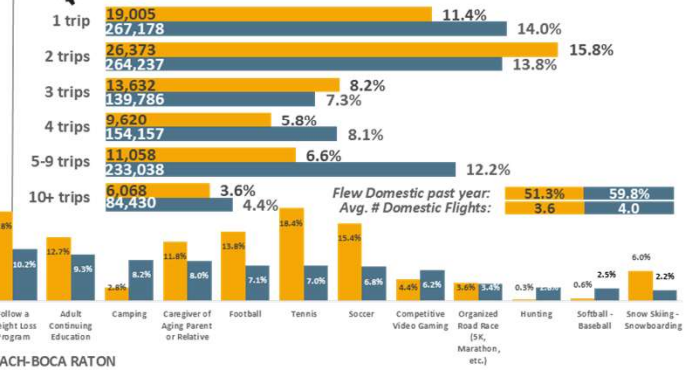
Political Activity: Adults 18 or older



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-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 209

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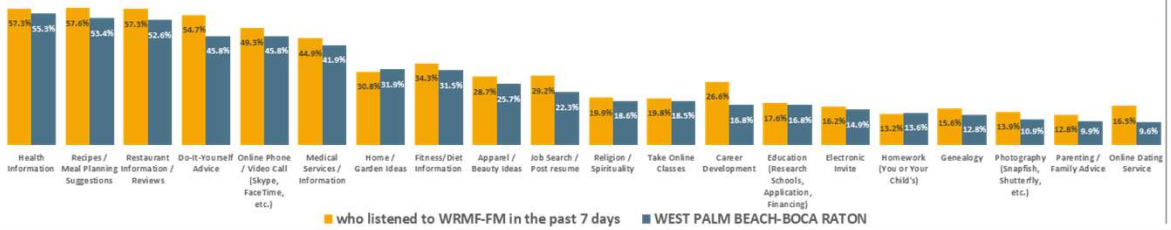
(Radio Stations: WMBX-FM)

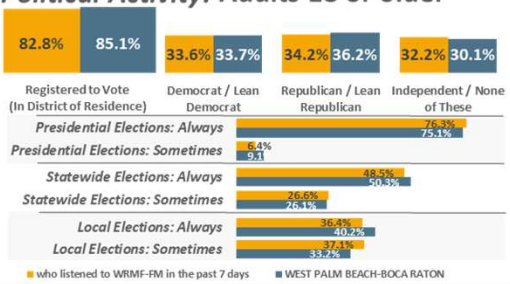
97.9 wrmf
2000's, 10's & today

13.7% or 262,488 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WRMF-FM in the... Adults 18 or older who listened to WRMF-FM in the past 7 days are 19.3% more likely to look up D-I-Y advice online, 9.5% less likely to always vote in local elections, 22.1% more likely to belong to a gym, 3.4% less likely to fly domestic past yr.

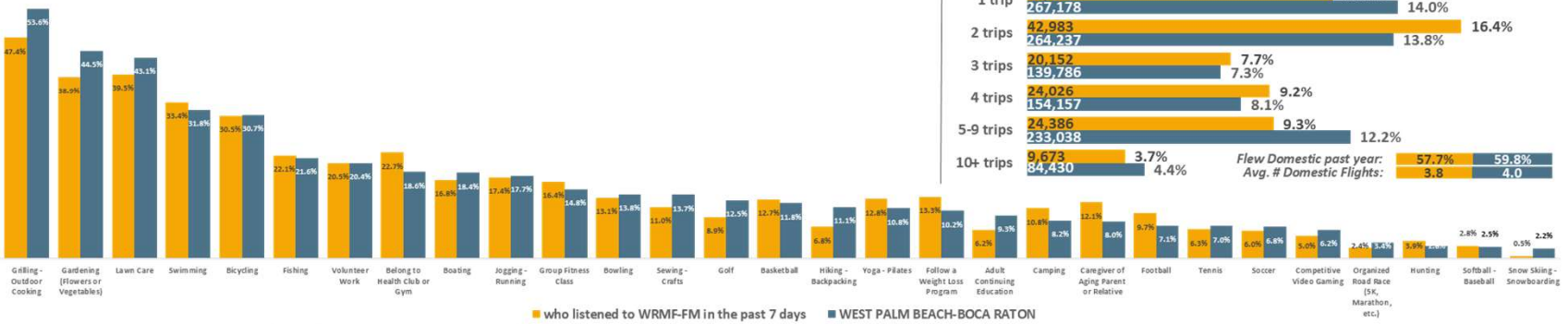
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 319

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(Radio Stations: WRMF-FM)

35.% or 668,633 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 8.% more likely to use QSRs past mo., .9% more likely to use Sit-Down Restaurants past mo., .5% less likely to use Casinos past yr., 5.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

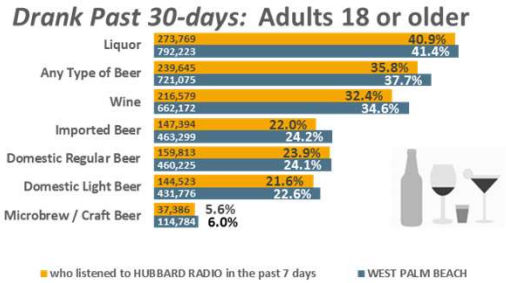
(Sit-Down Restaurants Used Past 30-days)



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

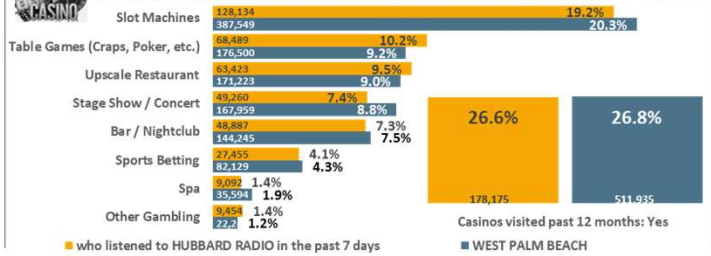


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 886

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

11.1% or 212,902 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WEAT-FM in the past 7... Adults 18 or older who listened to WEAT-FM in the past 7 days are 10.8% more likely to use QSRs past mo., 1.2% more likely to use Sit-Down Restaurants past mo., 12.3% more likely to use Casinos past yr., 6.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



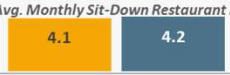
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

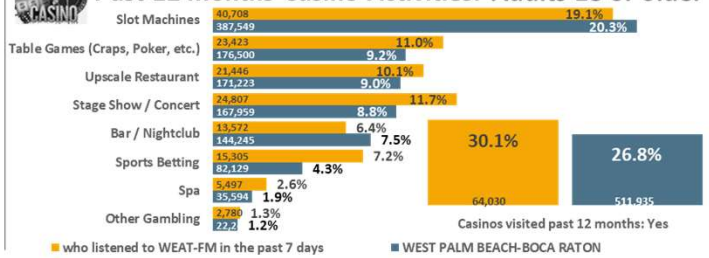


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 256

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(Radio Stations: WEAT-FM)

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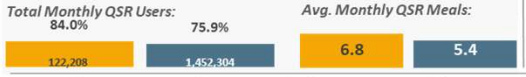
Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

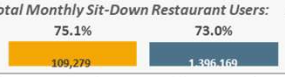


Avg. Monthly QSR Meals:

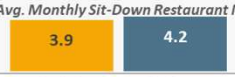
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

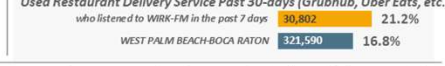


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

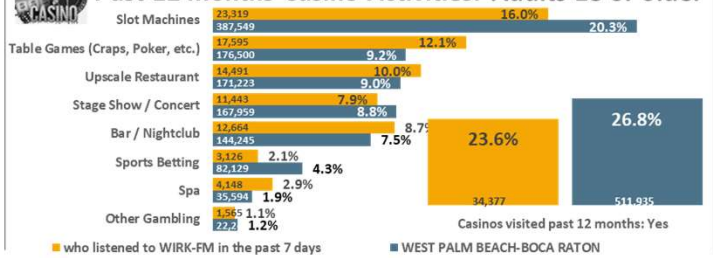


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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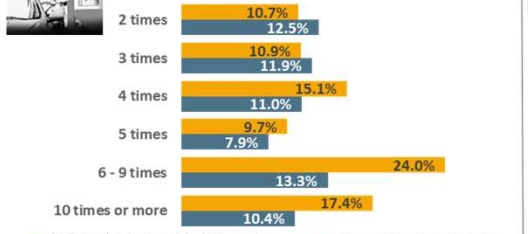
(Radio Stations: WIRK-FM)

8.7% or 167,243 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WMBX-FM in the past 7... Adults 18 or older who listened to WMBX-FM in the past 7 days are 19.1% more likely to use QSRs past mo., 6.2% more likely to use Sit-Down Restaurants past mo., 6.6% less likely to use Casinos past yr., .7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older





Total Monthly QSR Users:

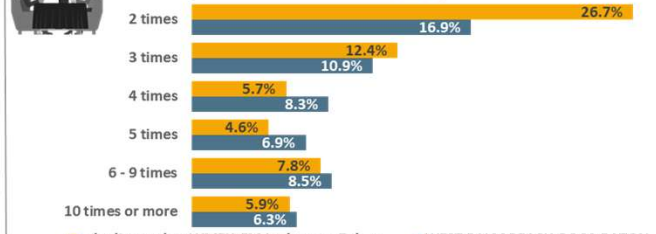


Avg. Monthly QSR Meals:



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

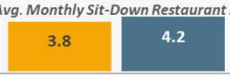




Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

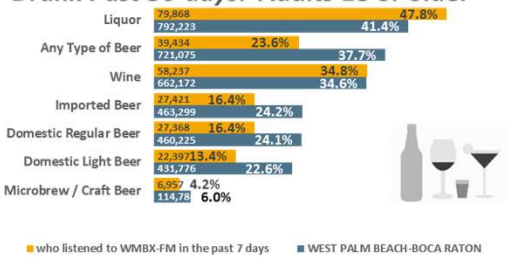
(Sit-Down Restaurants Used Past 30-days)



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

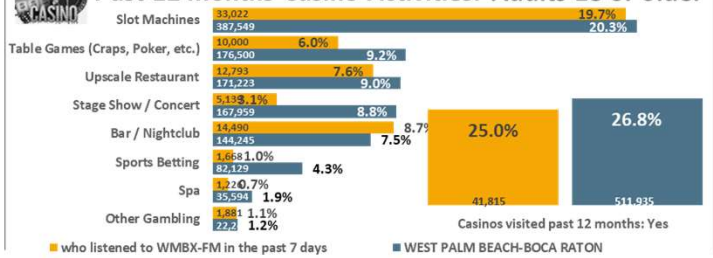


Drank Past 30-days: Adults 18 or older

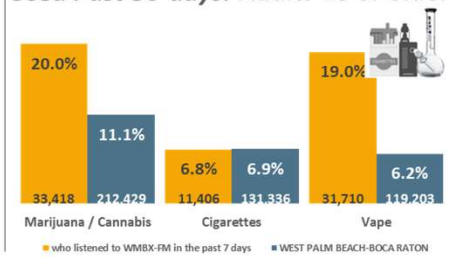


Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

13.7% or 262,488 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WRMF-FM in the past 7... Adults 18 or older who listened to WRMF-FM in the past 7 days are 4.4% more likely to use QSRs past mo., 3.3% less likely to use Sit-Down Restaurants past mo., 1.1% less likely to use Casinos past yr., 10.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



	who listened to WRMF-FM in the past 7 days	WEST PALM BEACH-BOCA RATON
1 time	7.0%	8.9%
2 times	15.7%	12.5%
3 times	13.0%	11.9%
4 times	12.1%	11.0%
5 times	6.3%	7.9%
6 - 9 times	10.8%	13.3%
10 times or more	14.4%	10.4%

Total Monthly QSR Users:		Avg. Monthly QSR Meals:	
79.3%	75.9%	5.7	5.4
208,048	1,452,304		

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



	who listened to WRMF-FM in the past 7 days	WEST PALM BEACH-BOCA RATON
1 time	15.4%	15.3%
2 times	14.1%	16.9%
3 times	14.6%	10.9%
4 times	7.8%	8.3%
5 times	4.8%	6.9%
6 - 9 times	8.6%	8.5%
10 times or more	5.4%	6.3%

Total Monthly Sit-Down Restaurant Users:		Avg. Monthly Sit-Down Restaurant Meals:	
70.6%	73.0%	4.1	4.2
185,277	1,396,169		

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

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

who listened to WRMF-FM in the past 7 days	49,655	18.9%
WEST PALM BEACH-BOCA RATON	321,590	16.8%

Drank Past 30-days: Adults 18 or older

	who listened to WRMF-FM in the past 7 days	WEST PALM BEACH-BOCA RATON
Liquor	105,522 40.2%	792,223 41.4%
Any Type of Beer	106,251 40.5%	721,075 37.7%
Wine	76,711 29.2%	662,172 34.6%
Imported Beer	60,452 23.0%	463,299 24.2%
Domestic Regular Beer	73,617 28.0%	460,225 24.1%
Domestic Light Beer	64,943 24.7%	431,776 22.6%
Microbrew / Craft Beer	12,878 4.9%	114,784 6.0%



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

Past 12 months Casino Activities: Adults 18 or older



	who listened to WRMF-FM in the past 7 days	WEST PALM BEACH-BOCA RATON
Slot Machines	47,766 18.2%	387,549 20.3%
Table Games (Craps, Poker, etc.)	29,243 11.1%	176,500 9.2%
Upscale Restaurant	25,276 9.6%	171,223 9.0%
Stage Show / Concert	15,088 5.7%	167,959 8.8%
Bar / Nightclub	15,766 6.0%	144,245 7.5%
Sports Betting	10,871 4.1%	82,129 4.3%
Spa	2,180 0.8%	35,594 1.9%
Other Gambling	4,917 1.9%	22,2 1.2%

Casinos visited past 12 months: Yes

26.5%	26.8%
69,526	511,935

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

Used Past 30-days: Adults 18 or older



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

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(Radio Stations: WRMF-FM)

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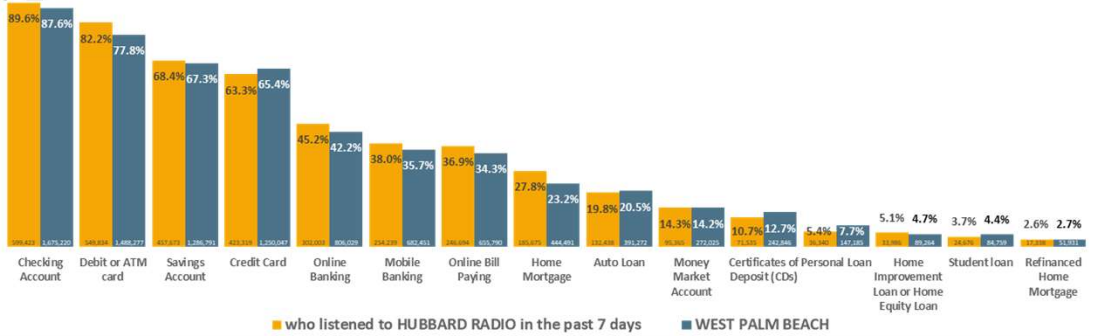
Investments Owned: Adults 18 or older



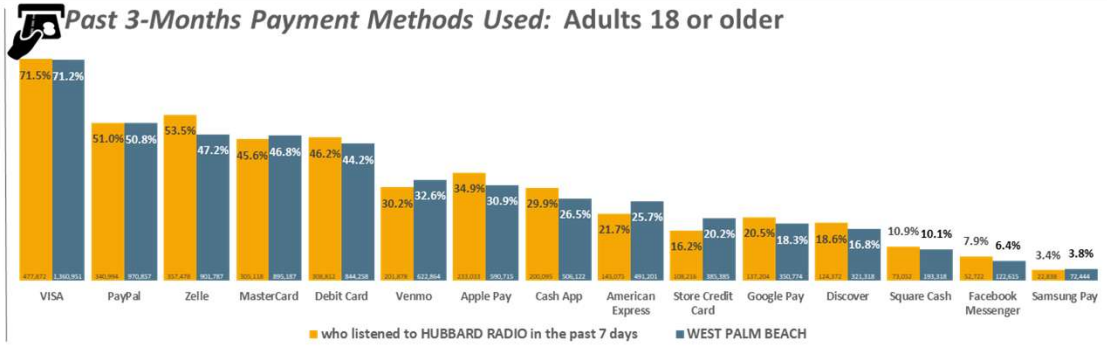
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 886

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Investments Owned: Adults 18 or older



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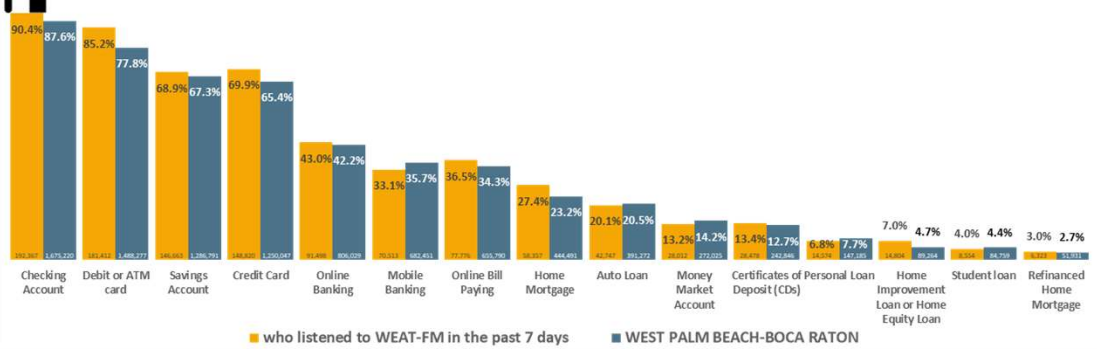

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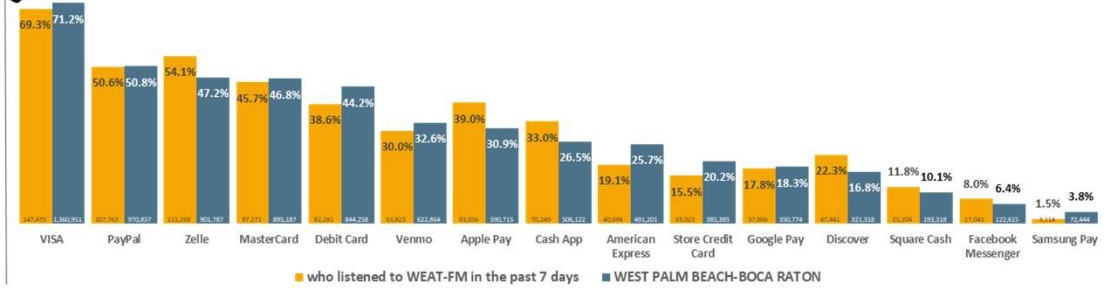
Past 3-Months Payment Methods Used: Adults 18 or older



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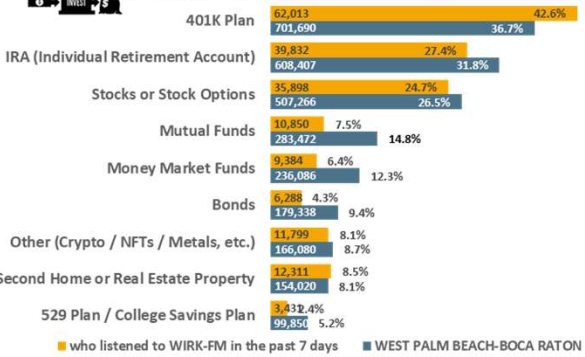
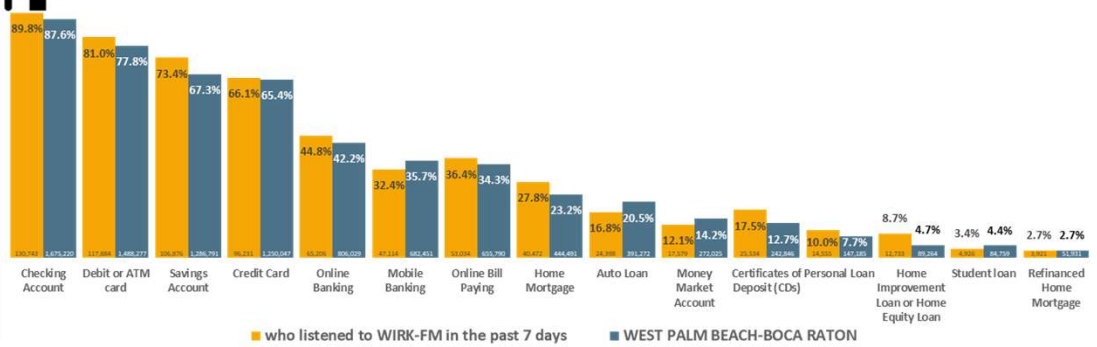
Investments Owned: Adults 18 or older



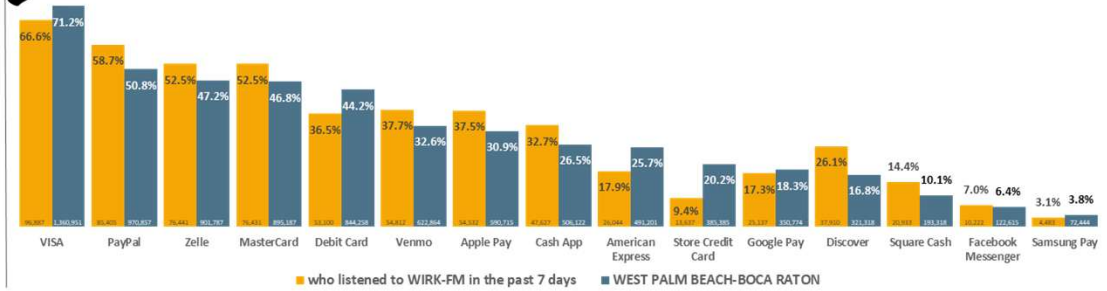
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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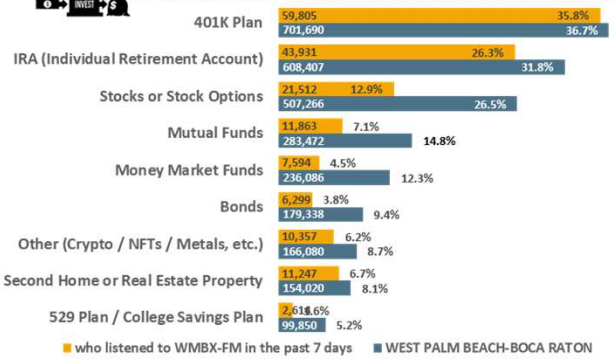
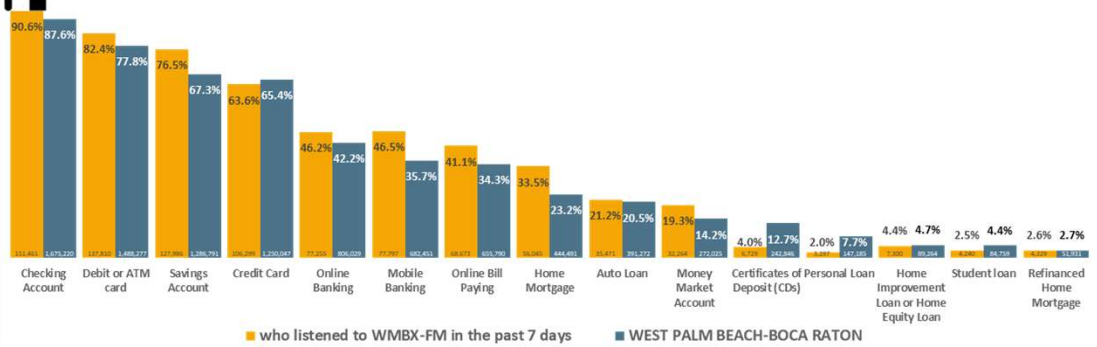
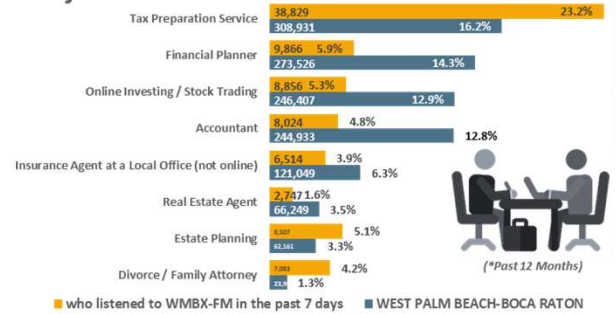
Investments Owned: Adults 18 or older



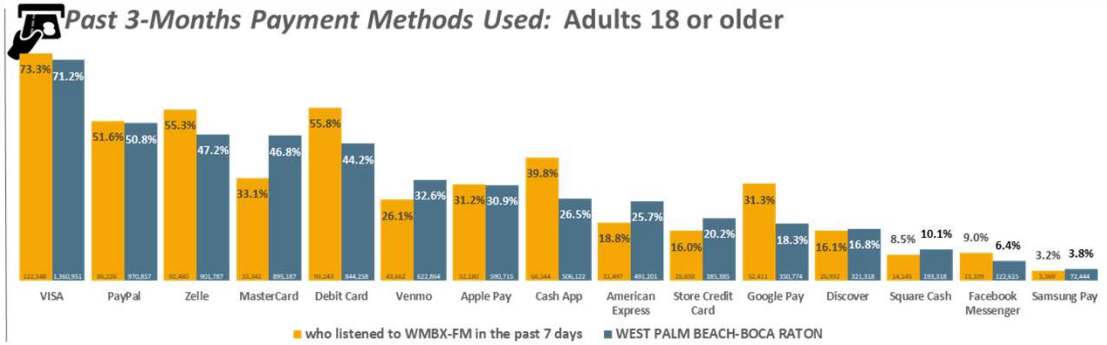
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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(Radio Stations: WMBX-FM)

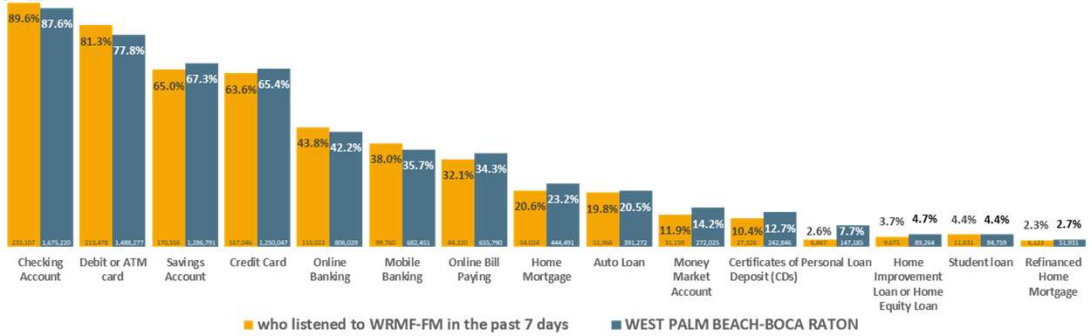
97.9 wrmf
2000's, 10's & today

13.7% or 262,488 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older listened to WRMF-FM in the... Adults 18 or older who listened to WRMF-FM in the past 7 days are 12.5% less likely to have a 401K, 3.2% less likely to have an Auto Loan, 19.7% less likely to Invest/Trade Stocks Online, 3.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



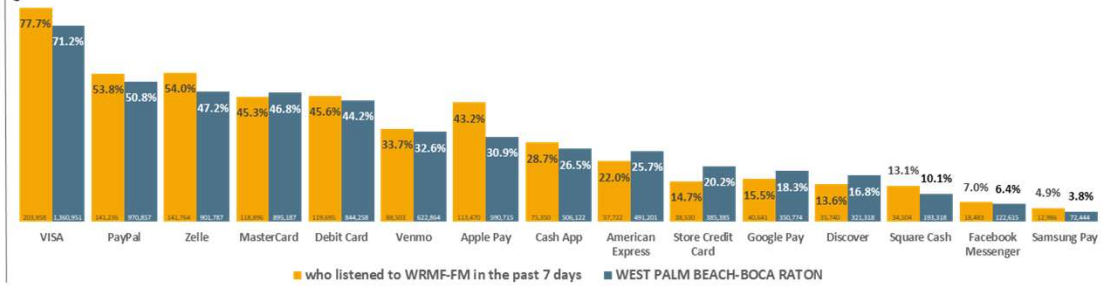
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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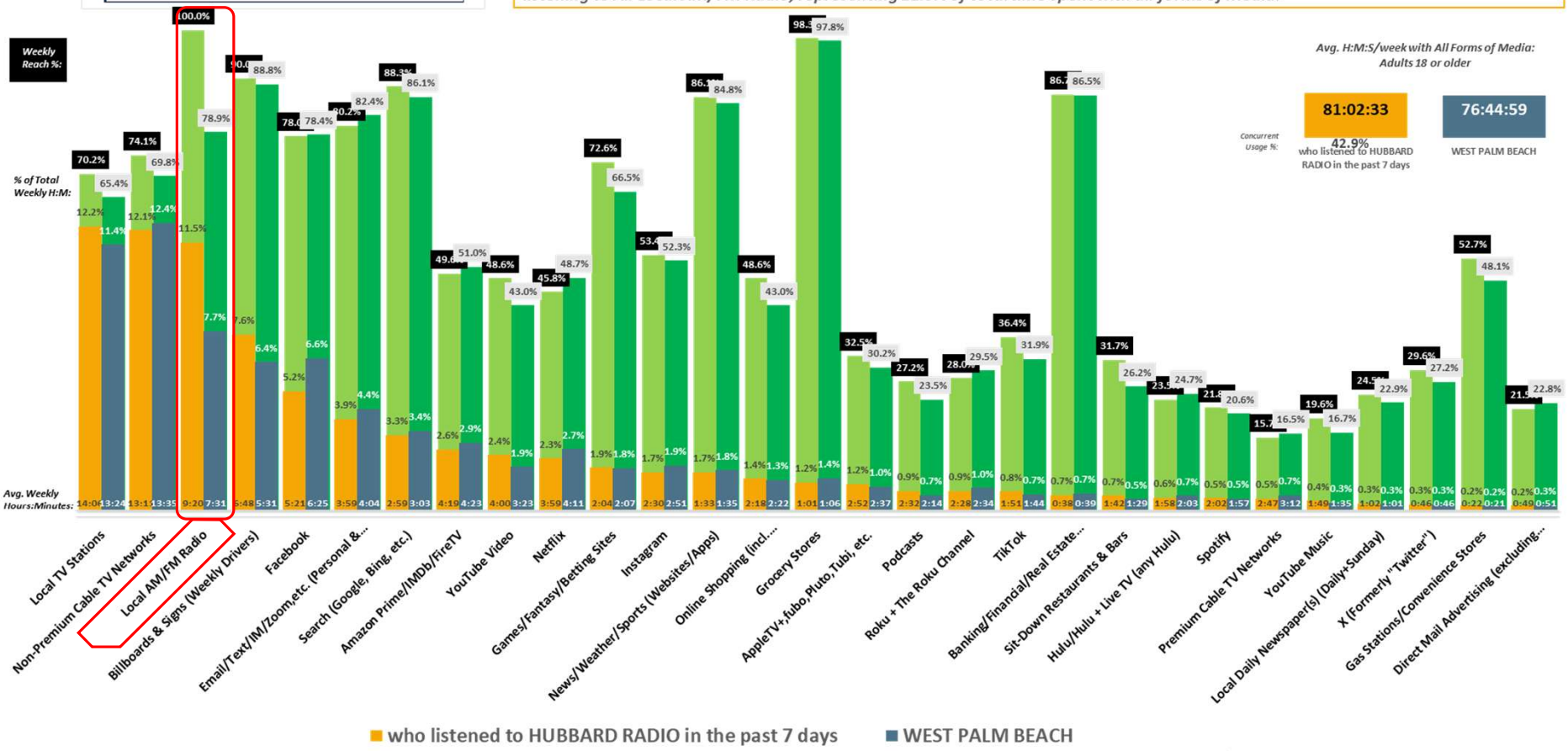
(Radio Stations: WRMF-FM)

Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 3 days, 9 hours, 2 minutes and 33 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 9 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 11.5% of total time spent with all forms of Media.



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 886 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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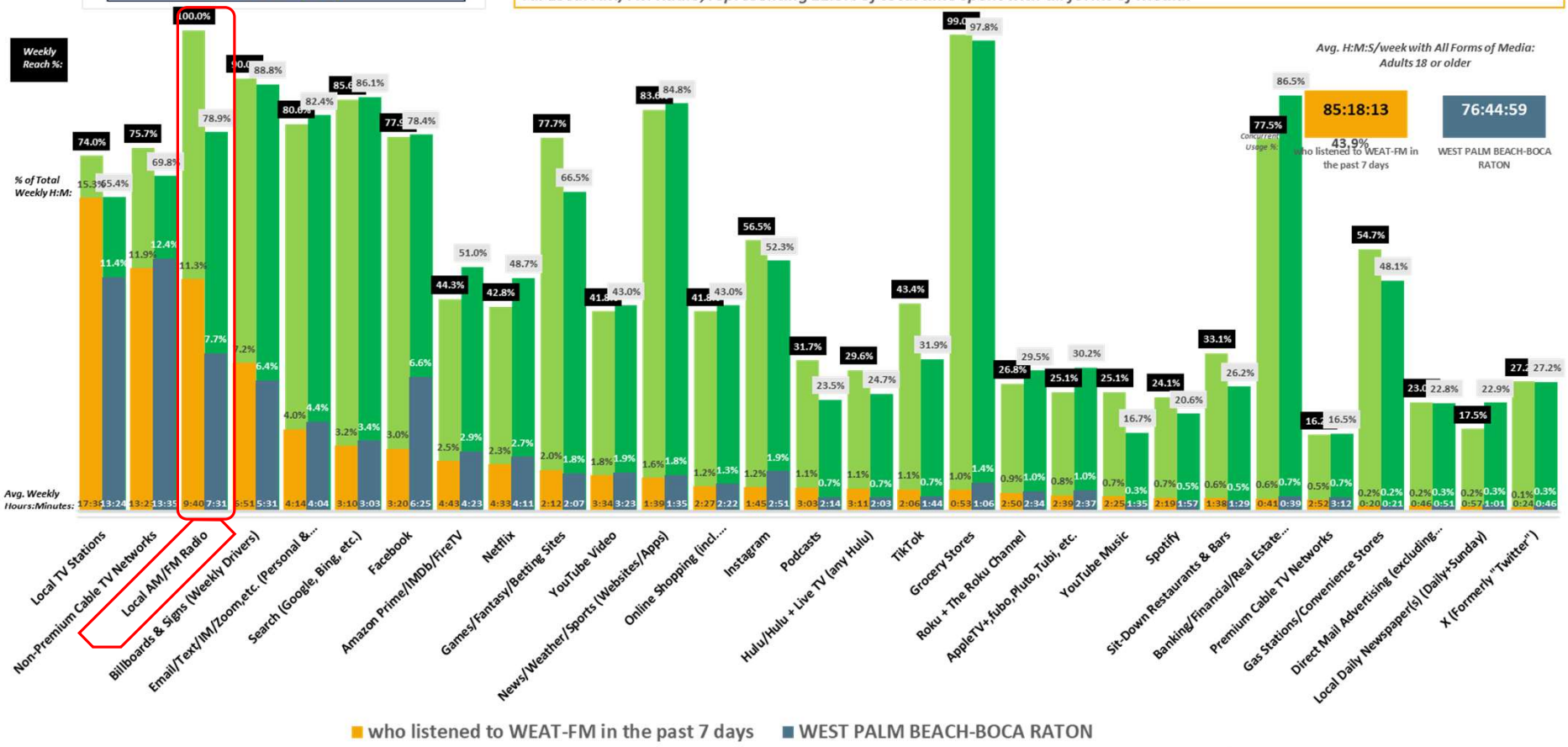
Adults 18 or older who listened to WEAT-FM in the past 7 days spend an average of 3 days, 13 hours, 18 minutes and 13 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to WEAT-FM in the past 7 days spend an avg. of 9 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 11.3% of total time spent with all forms of Media.



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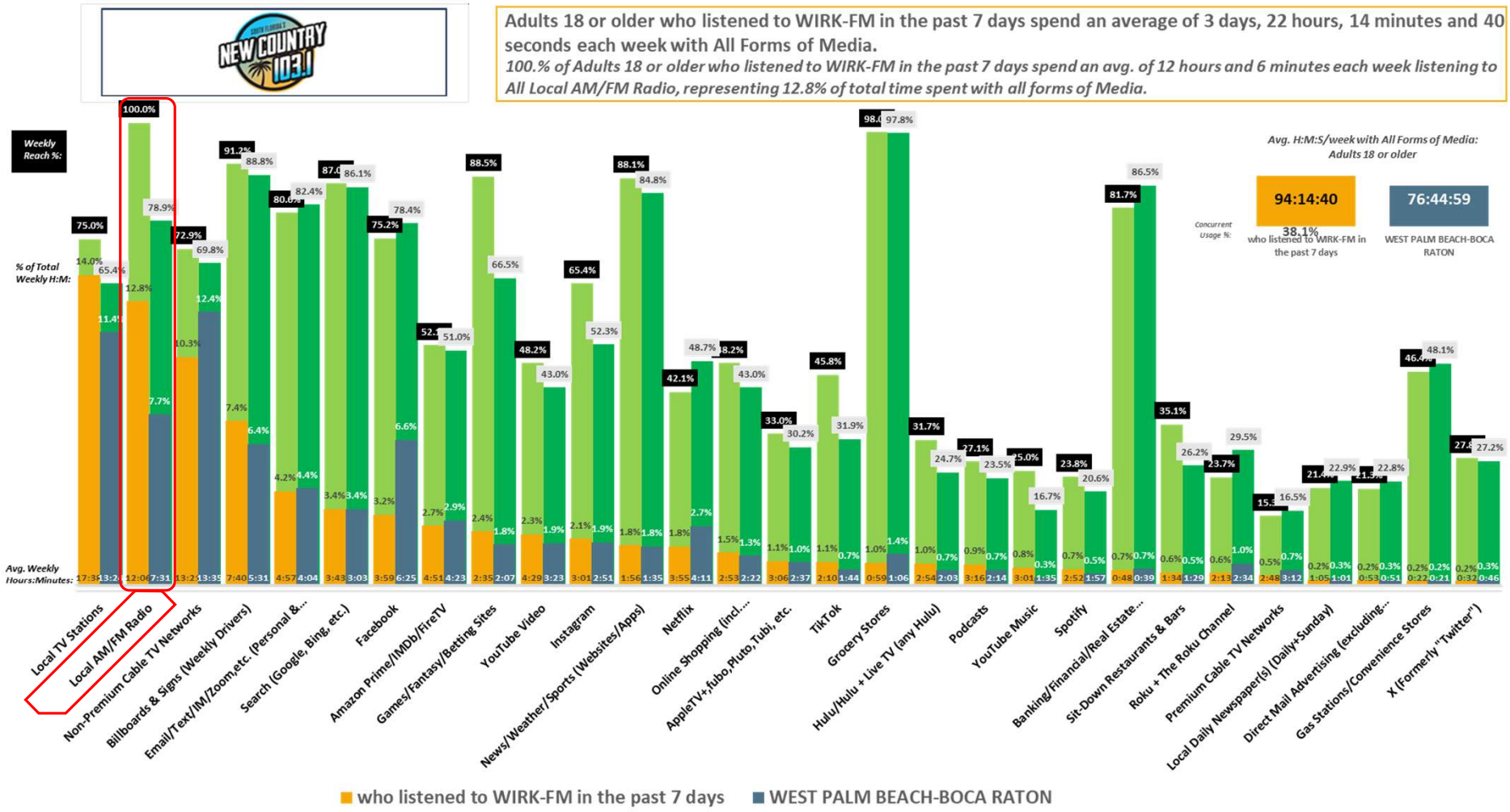
(Radio Stations: WEAT-FM)



WEST PALM BEACH-BOCA RATON DMA WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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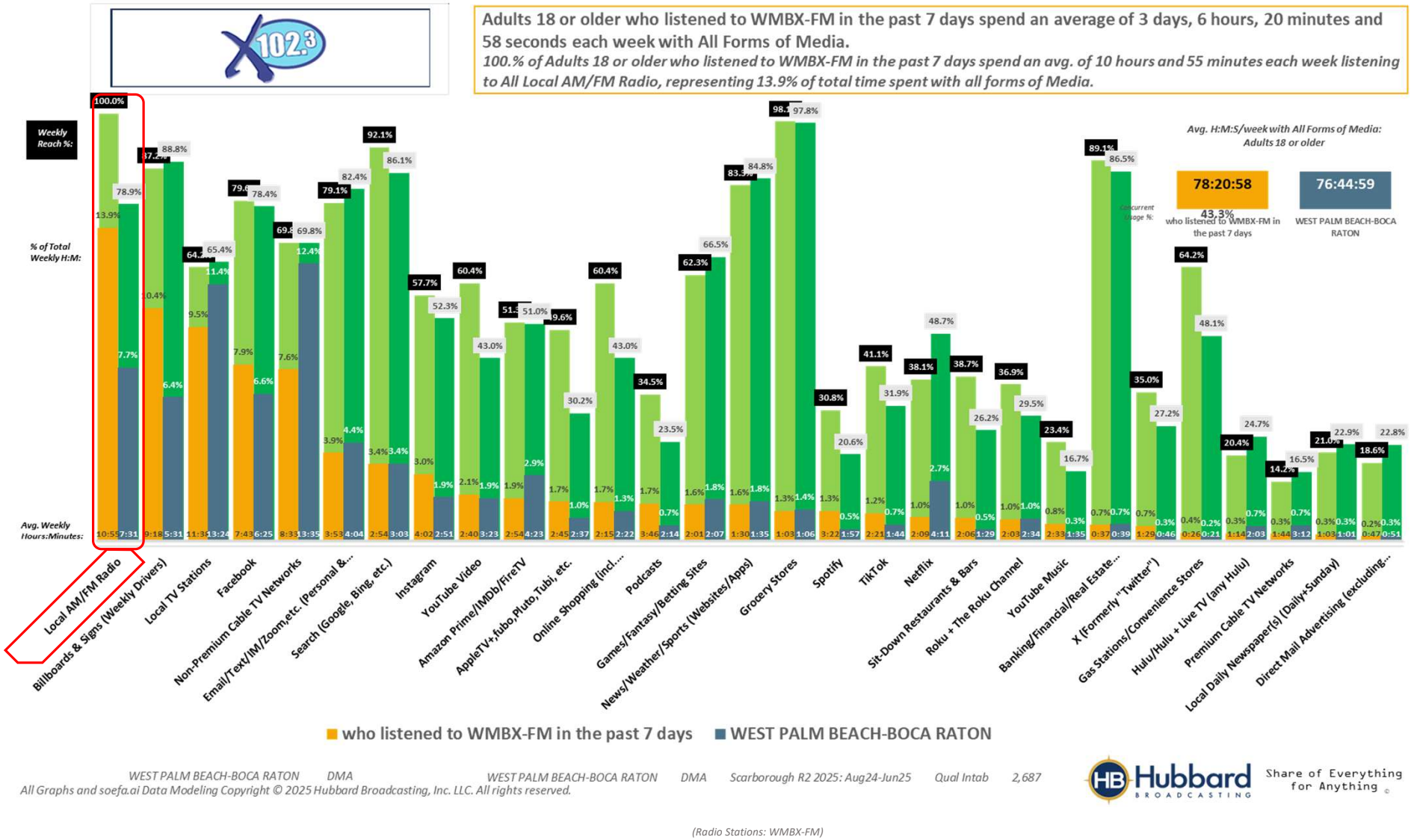
(Radio Stations: WIRK-FM)



WEST PALM BEACH-BOCA RATON DMA WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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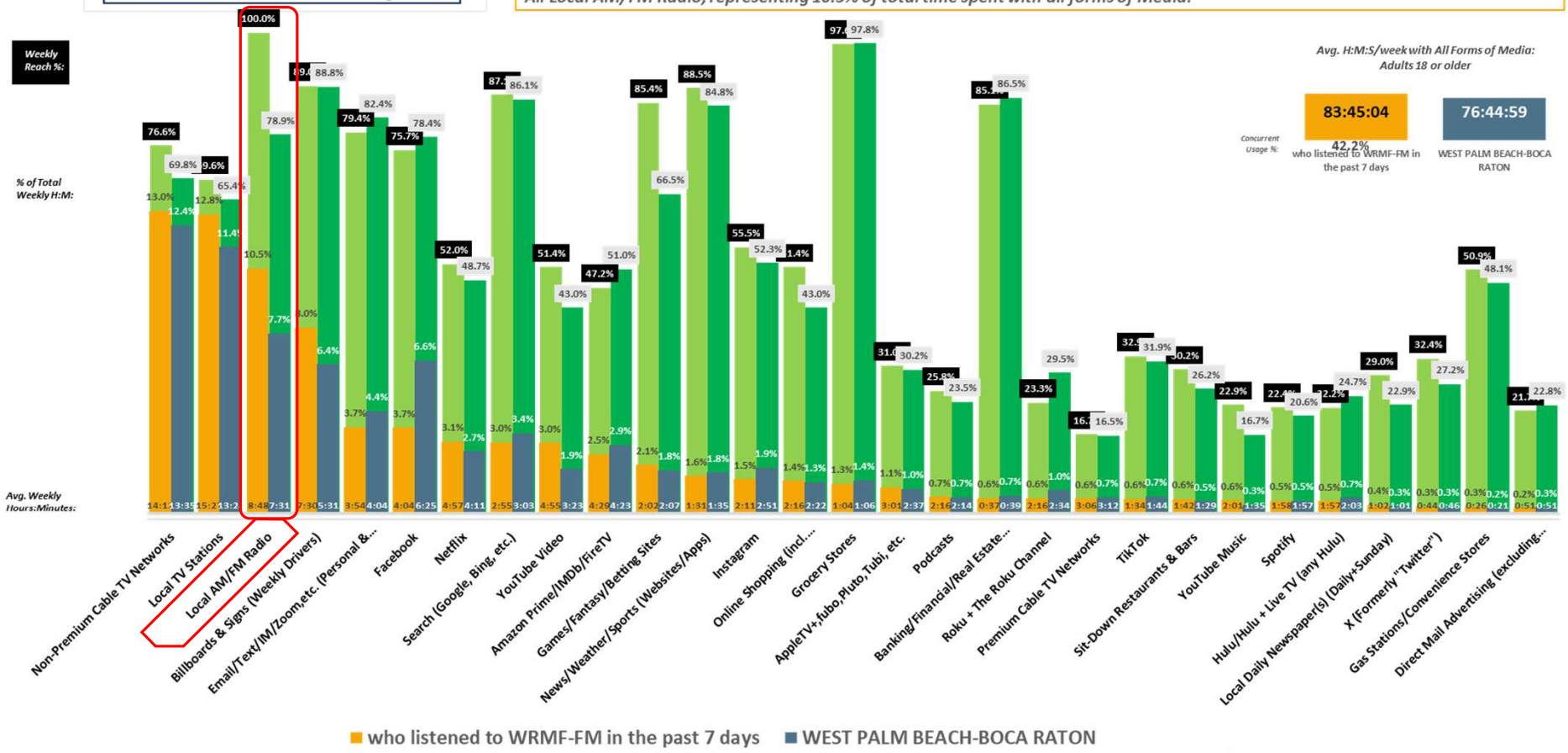
(Radio Stations: WMBX-FM)

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, 11 hours, 45 minutes and 4 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 8 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.



WEST PALM BEACH-BOCA RATON DMA WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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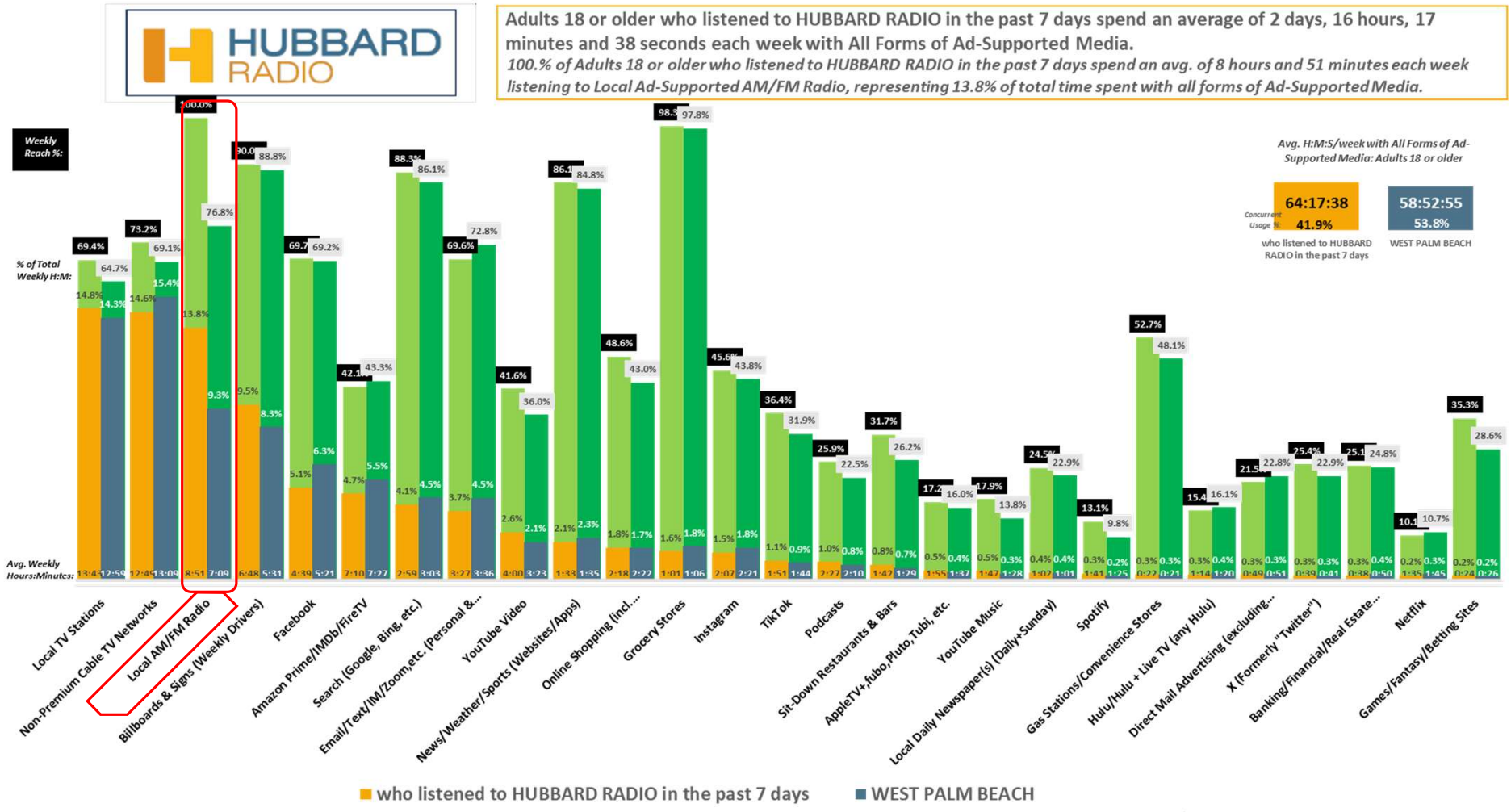
(Radio Stations: WRMF-FM)



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 886 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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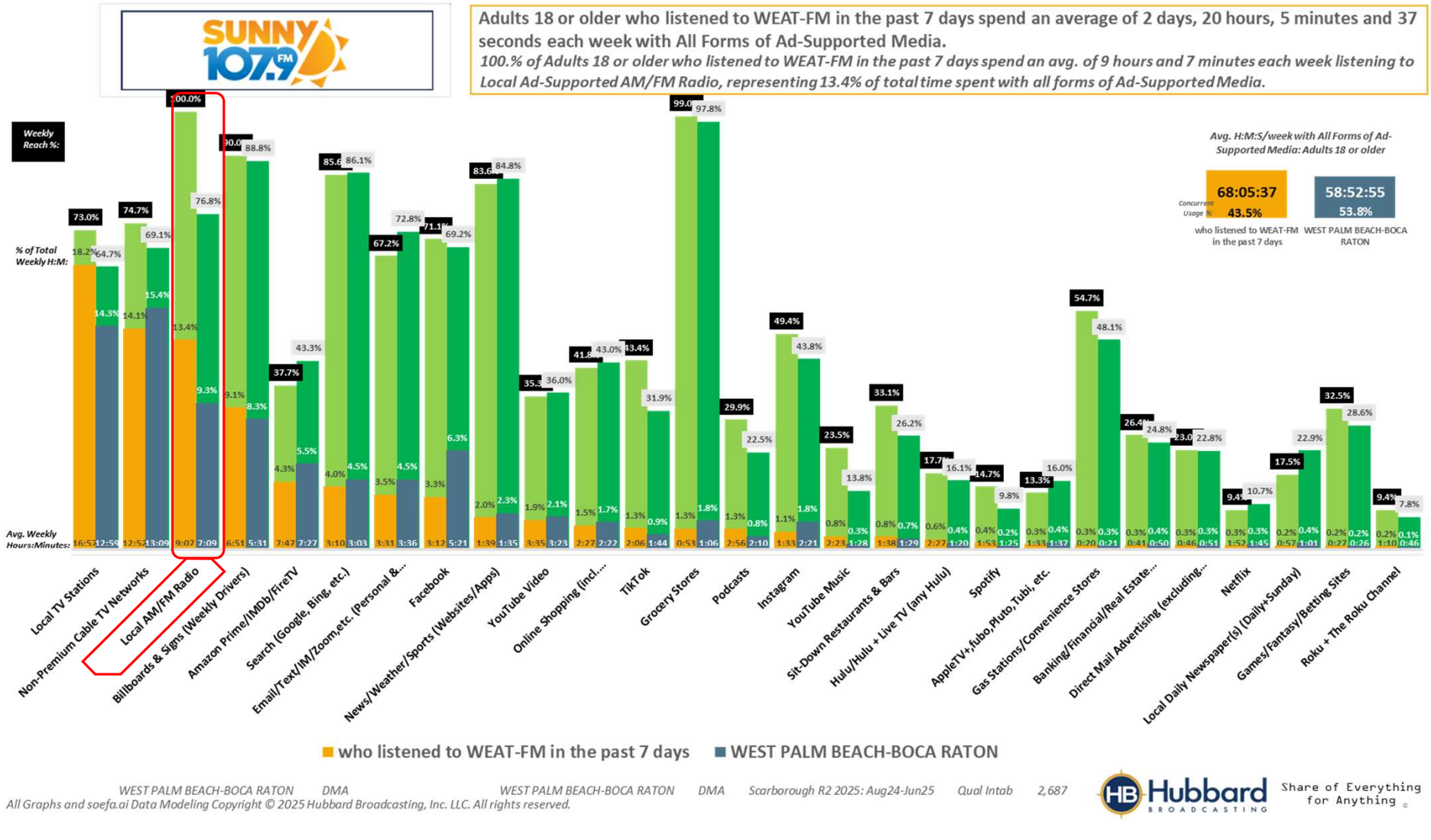

WEST PALM BEACH-BOCA RATON DMA WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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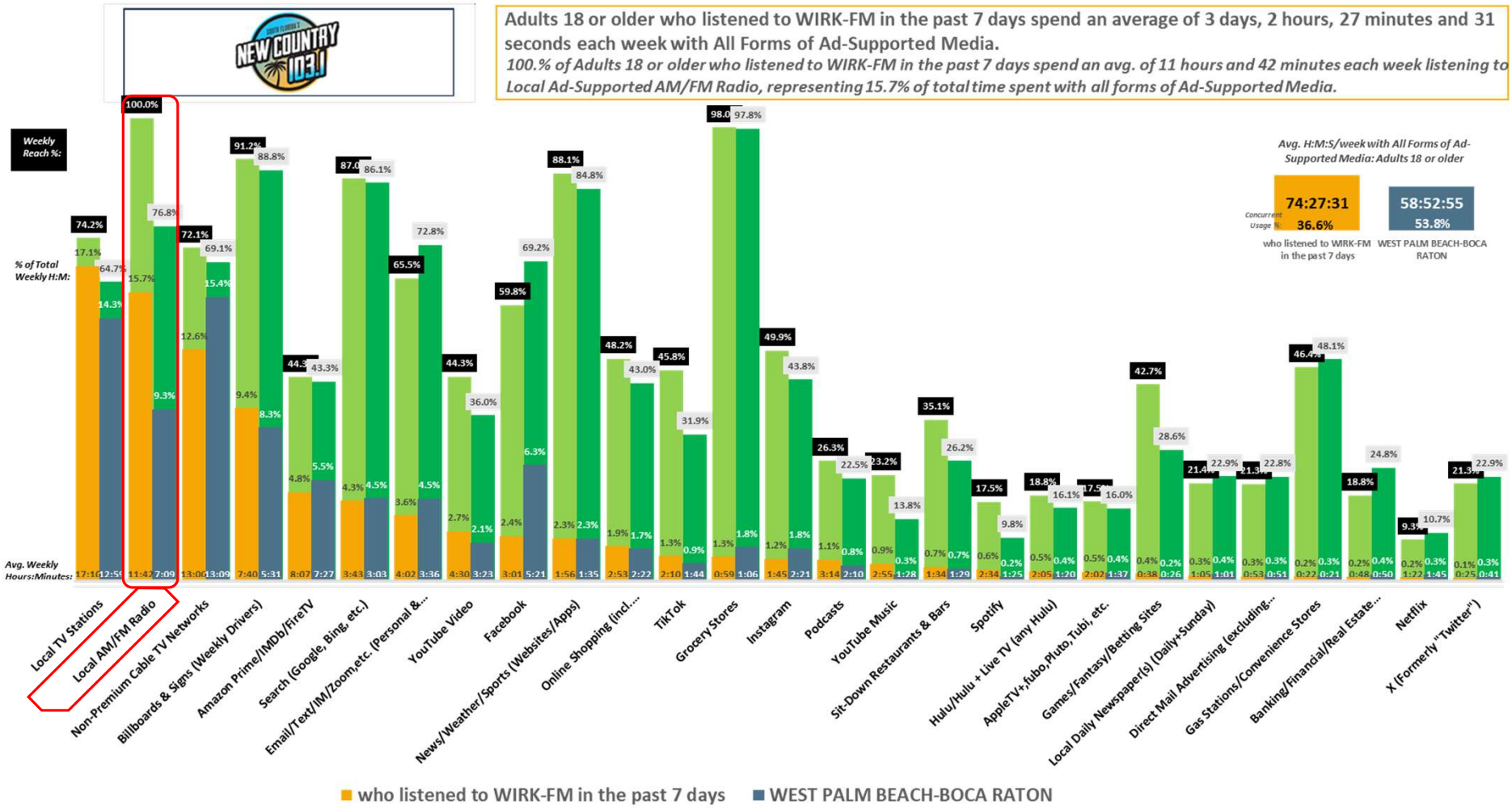
(Radio Stations: WEAT-FM)



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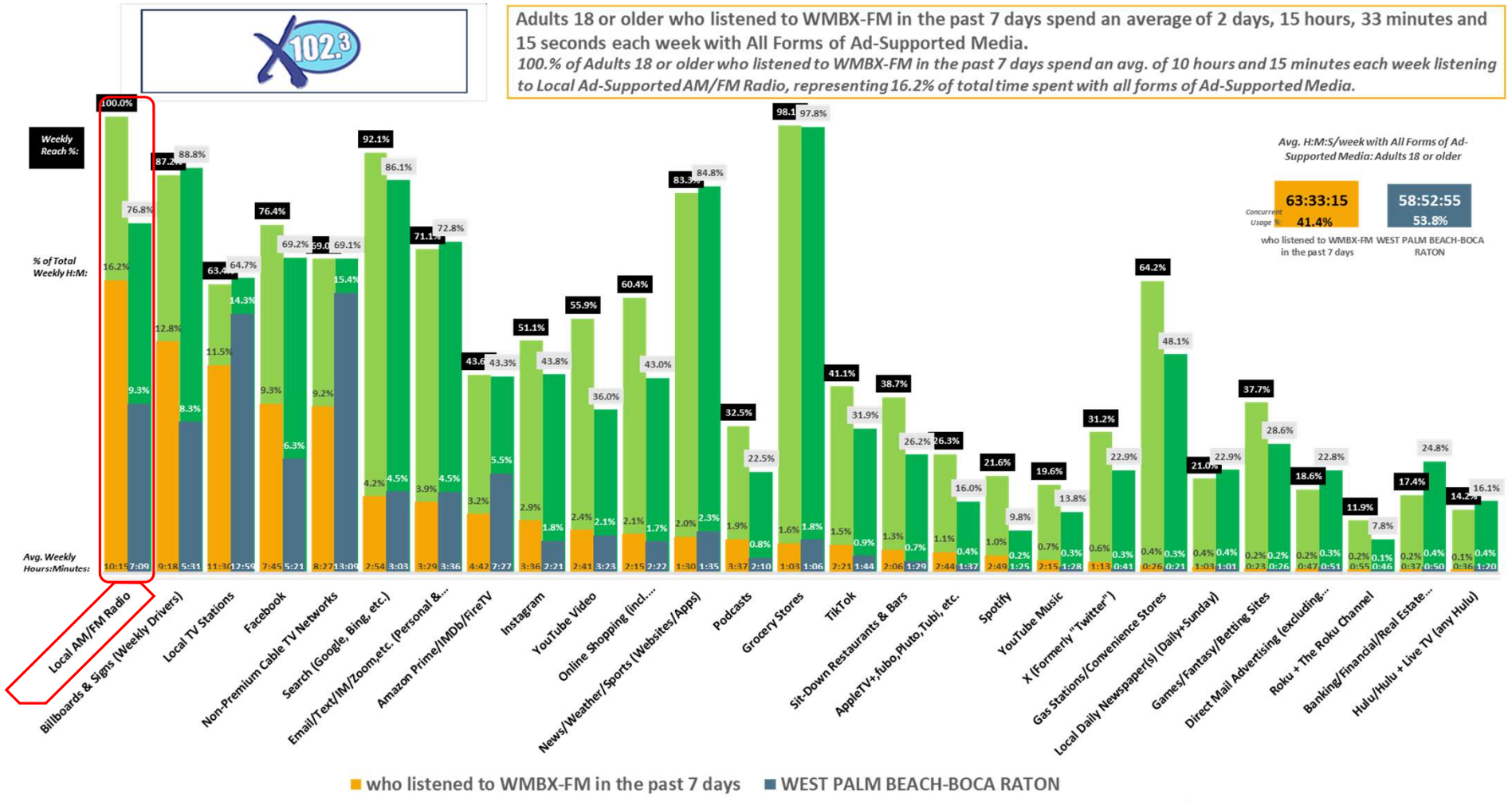
(Radio Stations: WIRK-FM)



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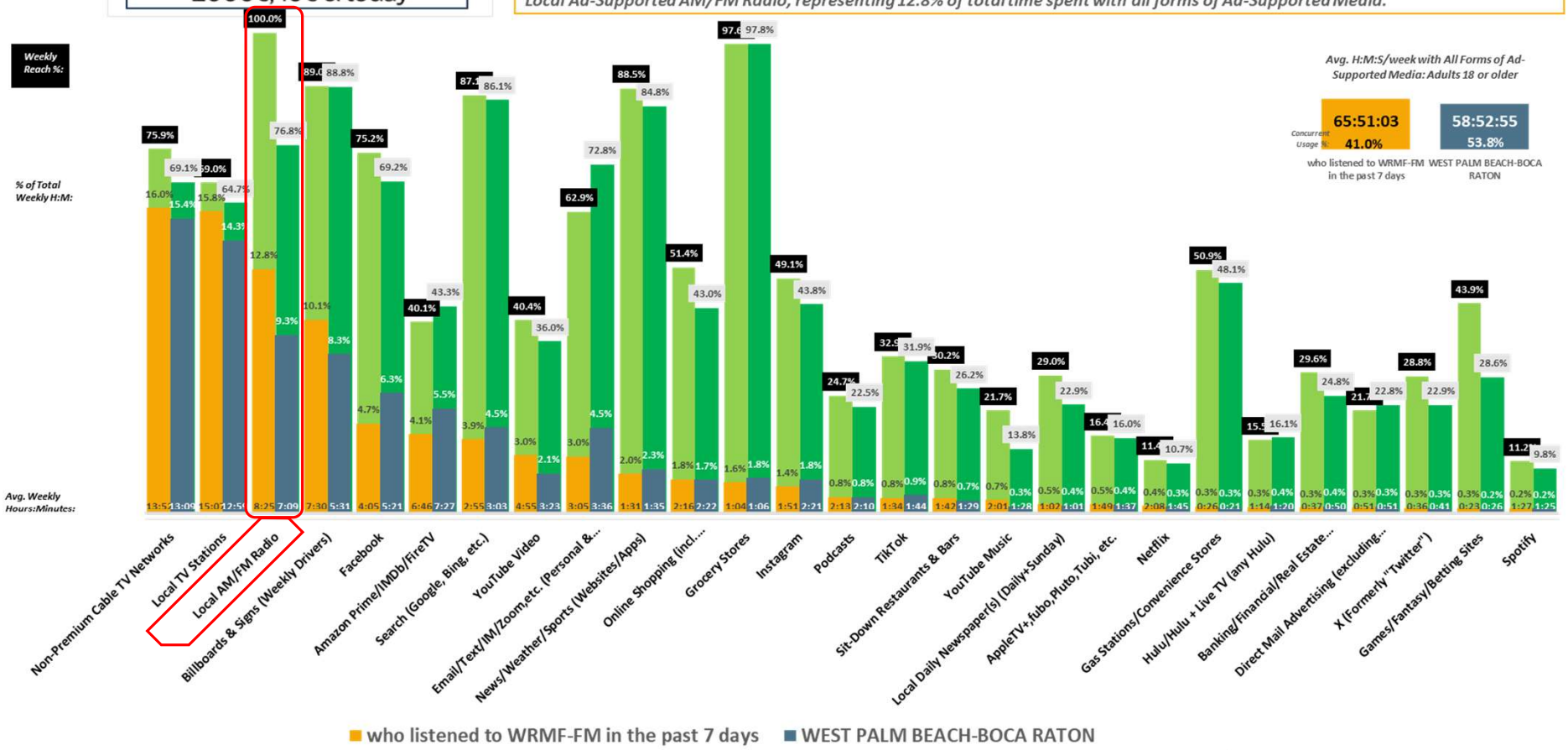
(Radio Stations: WMBX-FM)

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, 51 minutes and 3 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 8 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.8% of total time spent with all forms of Ad-Supported Media.



WEST PALM BEACH-BOCA RATON DMA WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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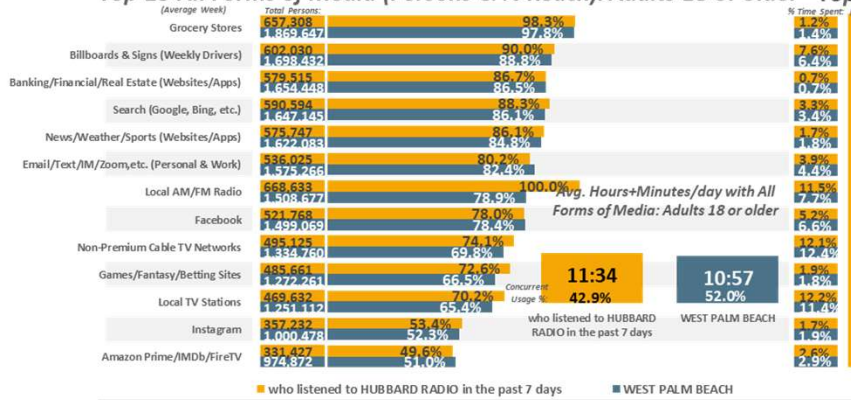
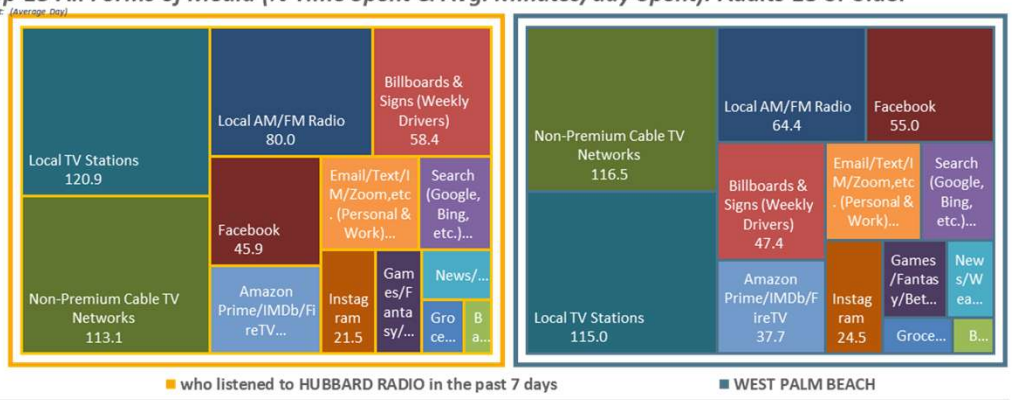
(Radio Stations: WRMF-FM)

Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 9 hours and 11 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 75.9 minutes/day. *(Local Radio delivers 13.8% of Time with Ad-Supported Media.)*

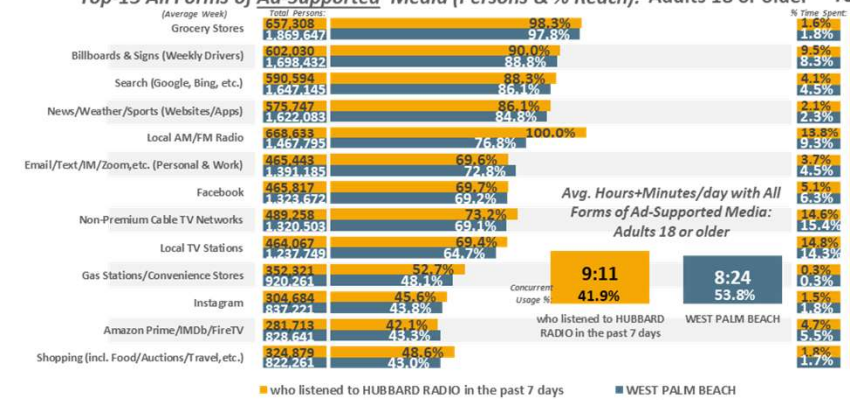
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



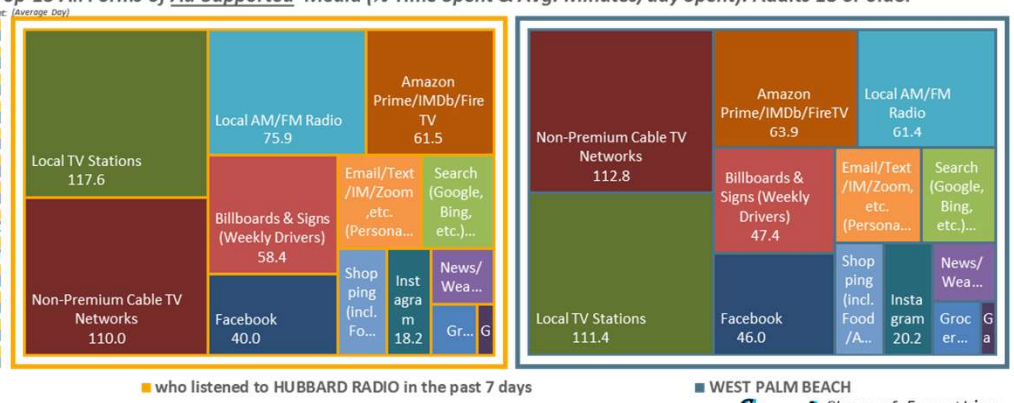
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 886

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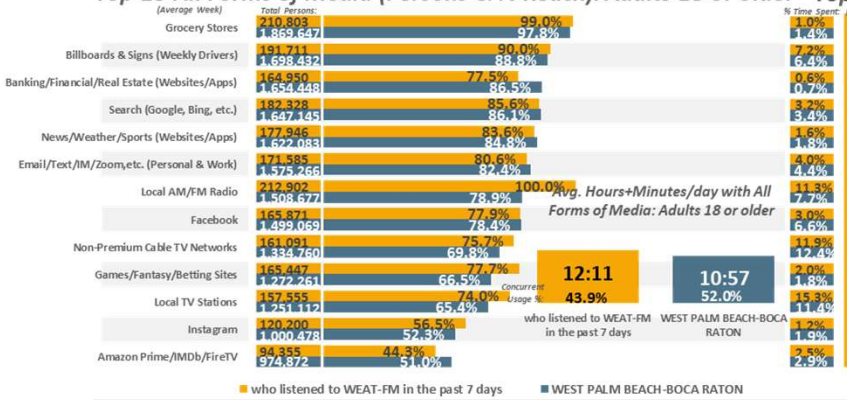
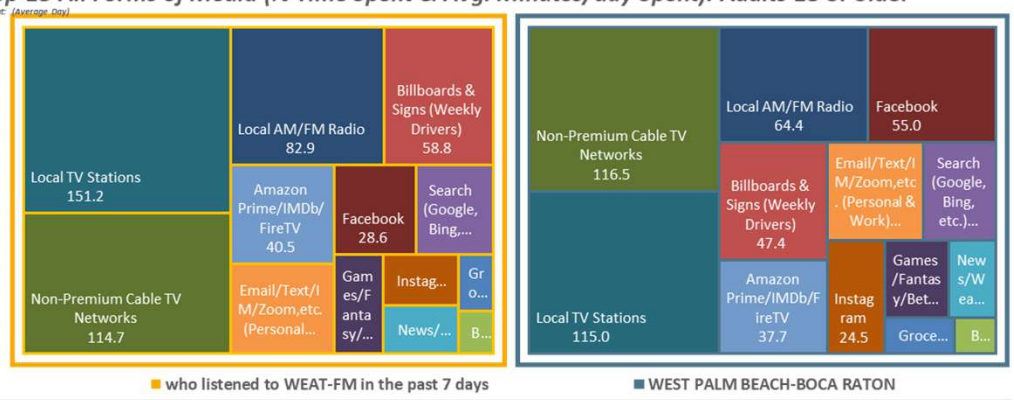
Adults 18 or older who listened to WEAT-FM in the past 7 days spend an average of 9 hours and 43 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 78.2 minutes/day. *(Local Radio delivers 13.4% of Time with Ad-Supported Media.)*

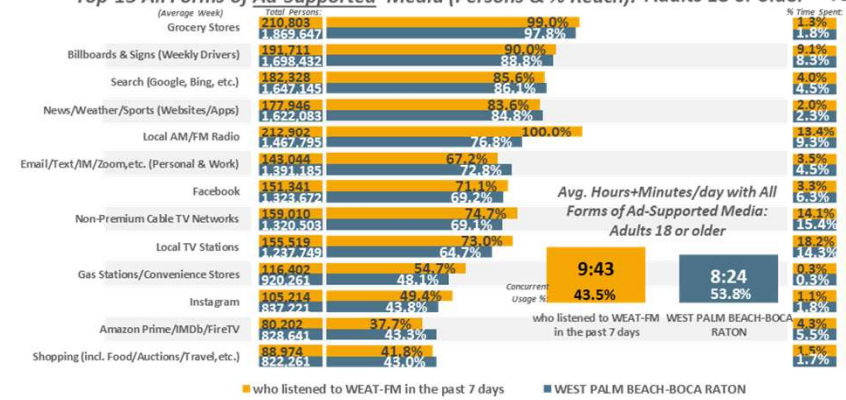
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



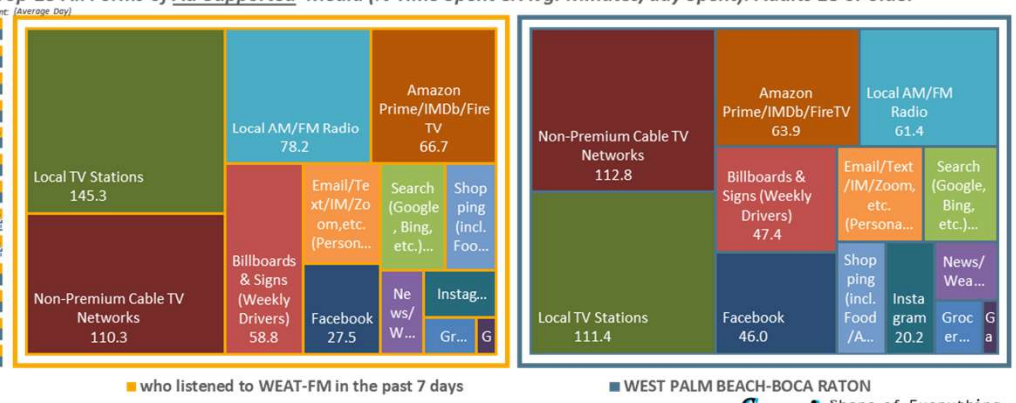
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH-BOCA RATON DMA

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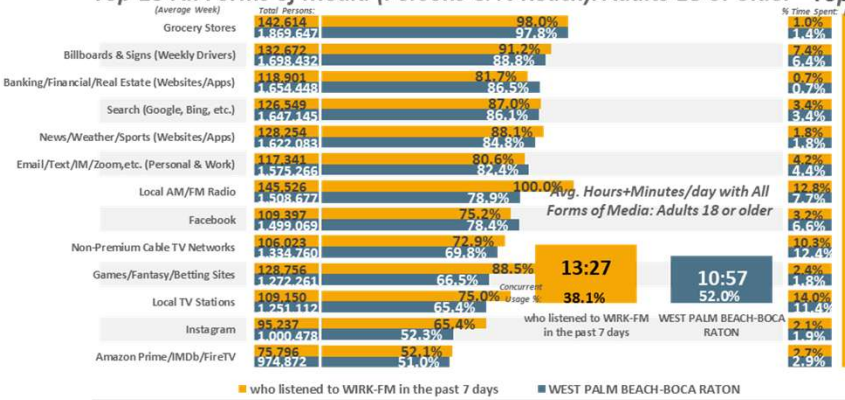
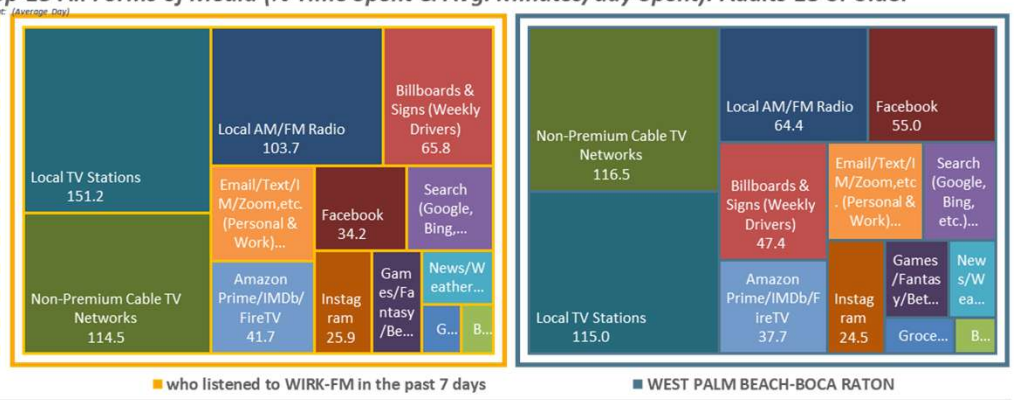
(Radio Stations: WEAT-FM)

Adults 18 or older who listened to WIRK-FM in the past 7 days spend an average of 10 hours and 38 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 100.4 minutes/day. *(Local Radio delivers 15.7% of Time with Ad-Supported Media.)*

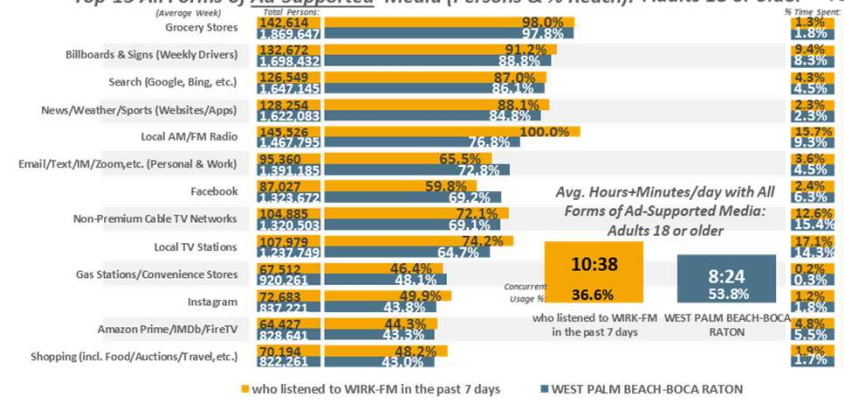
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



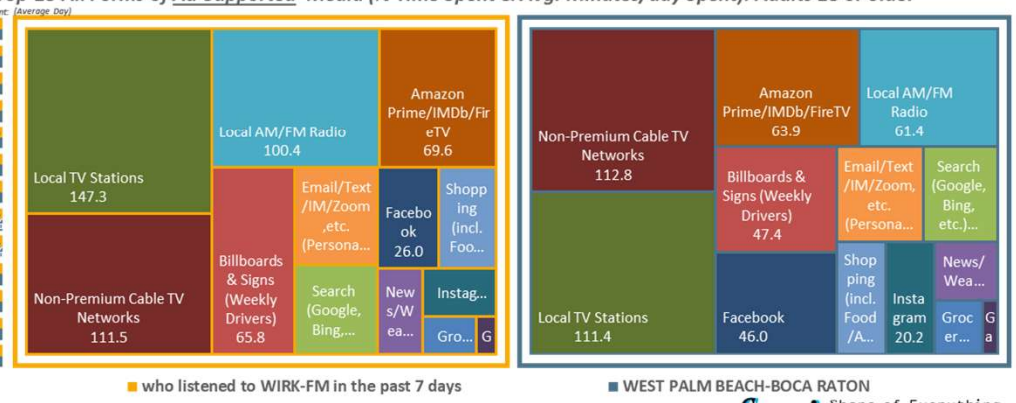
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA

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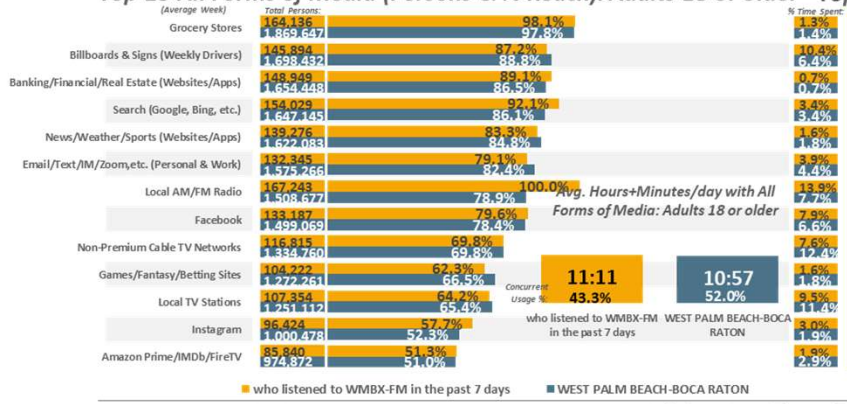
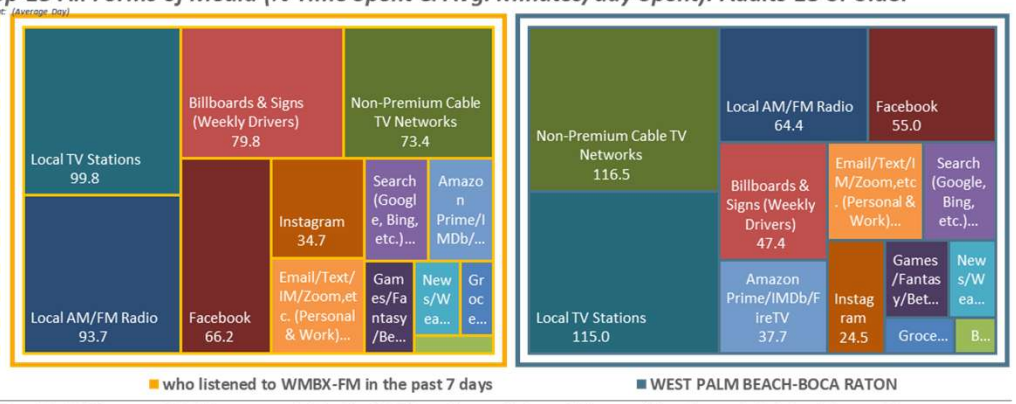
(Radio Stations: WIRK-FM)

Adults 18 or older who listened to WMBX-FM in the past 7 days spend an average of 9 hours and 4 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 88. minutes/day. *(Local Radio delivers 16.2% of Time with Ad-Supported Media.)*

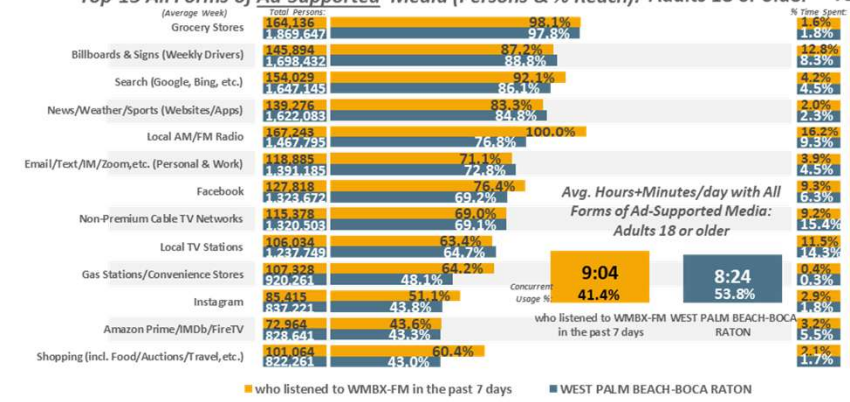
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



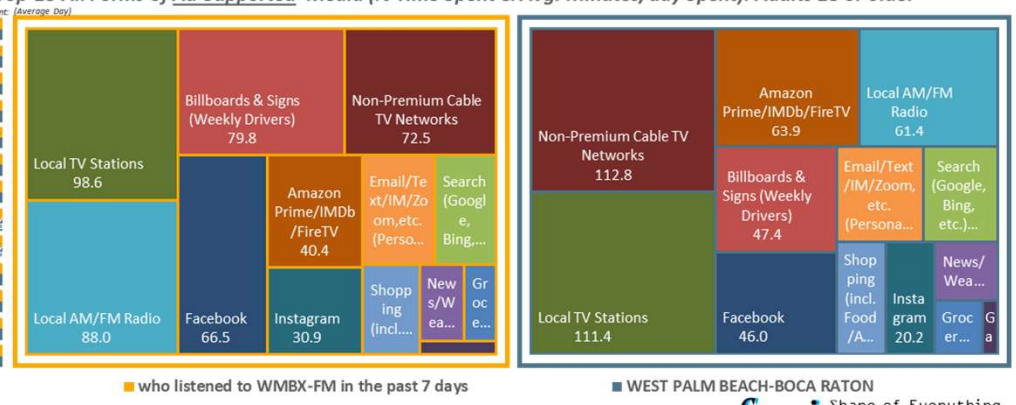
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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-BOCA RATON DMA

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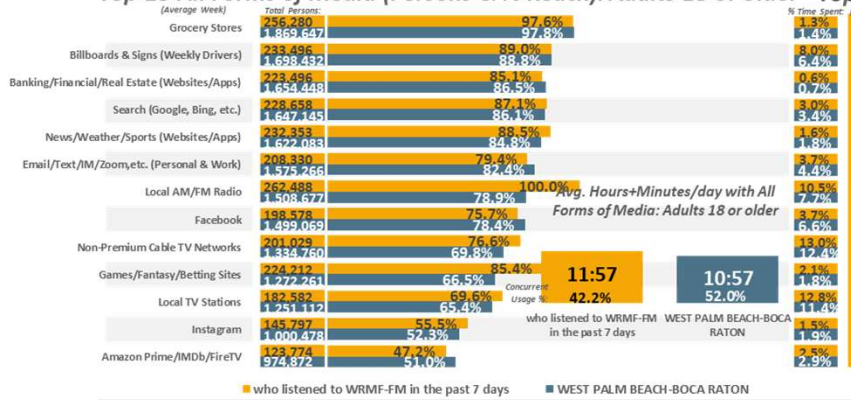
(Radio Stations: WMBX-FM)

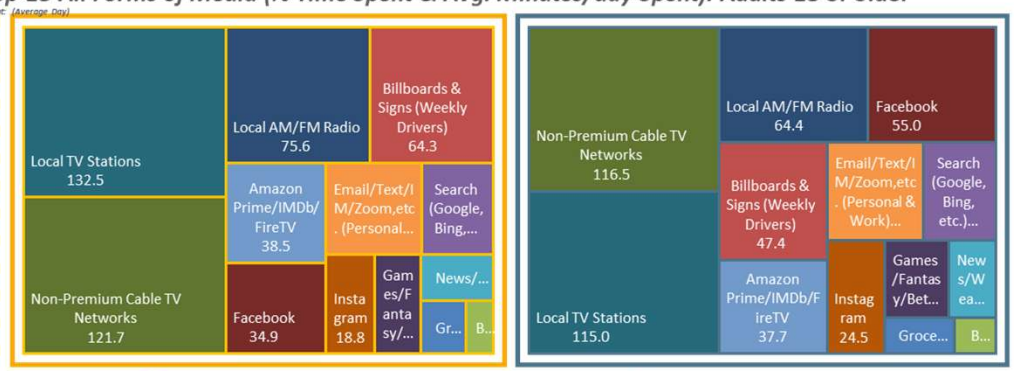
97.9 wrmf
2000's, 10's & today

Adults 18 or older who listened to WRMF-FM in the past 7 days spend an average of 9 hours and 24 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 72.3 minutes/day. *(Local Radio delivers 12.8% of Time with Ad-Supported Media.)*

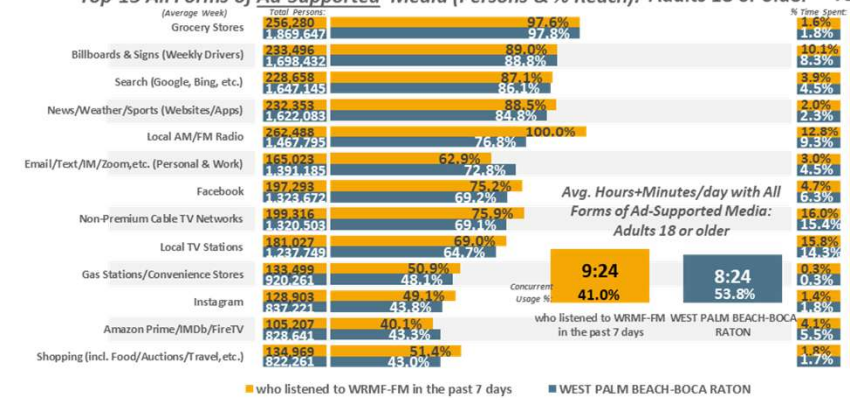
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



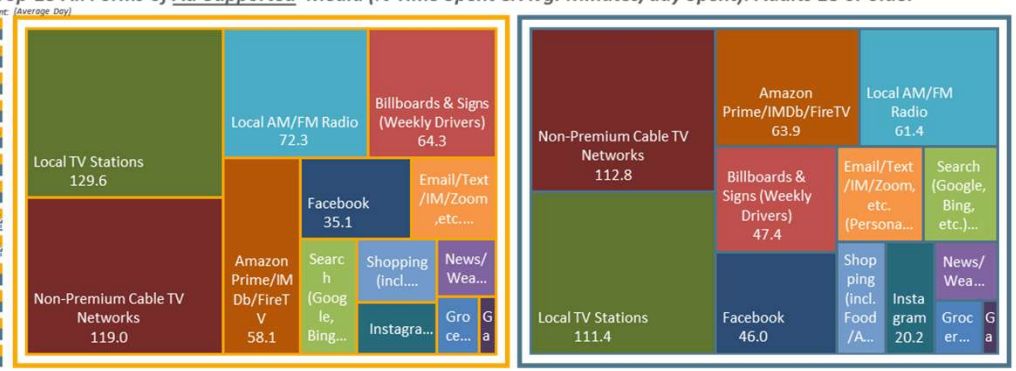
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA

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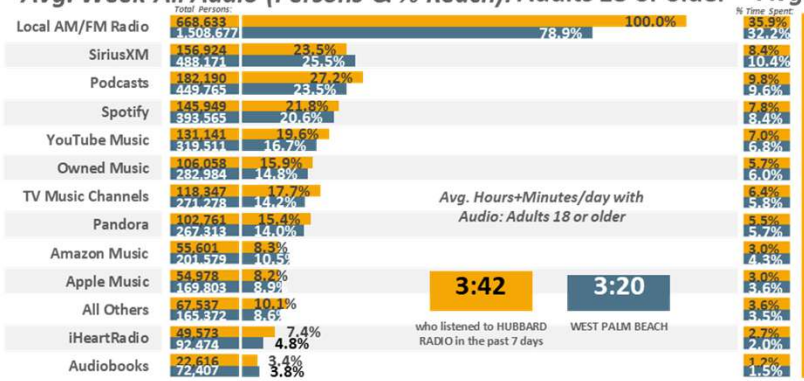
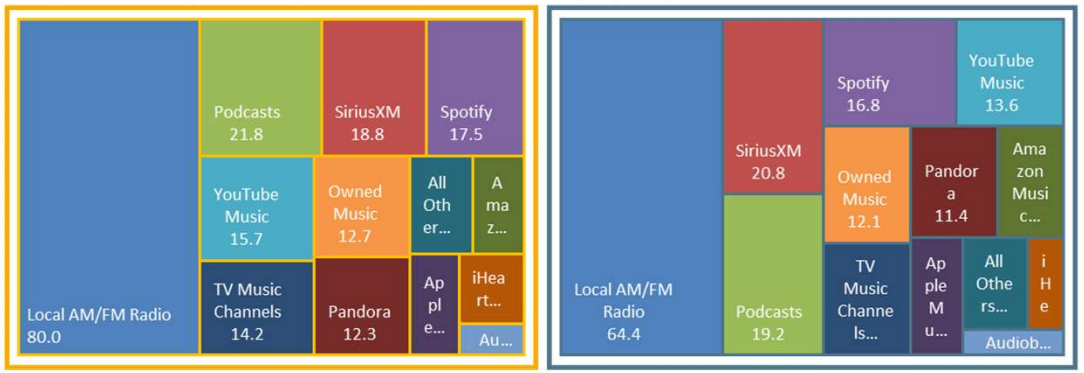
(Radio Stations: WRMF-FM)

668,633 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 75.9 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.

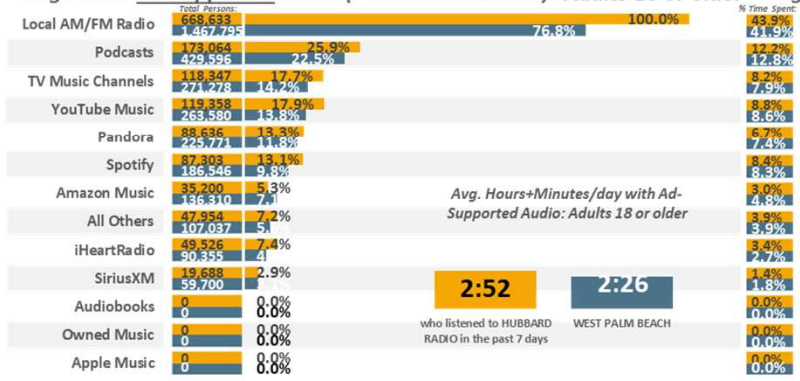
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



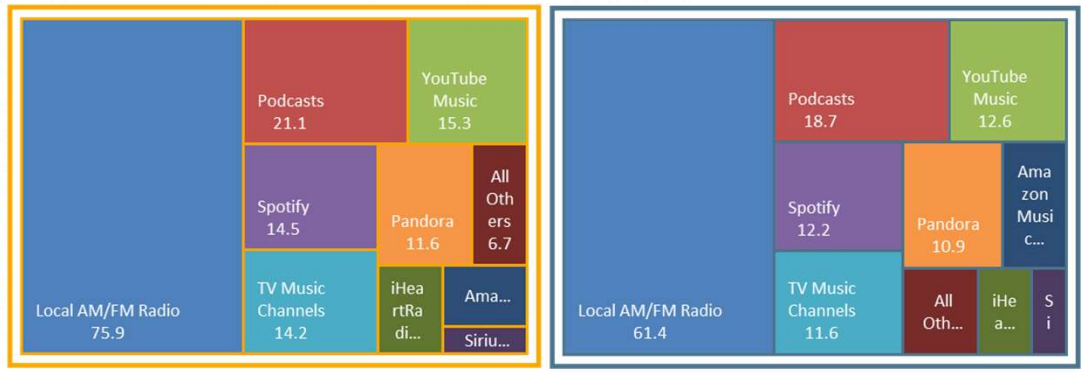
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Aug24-Jun25 Qual Intab 886

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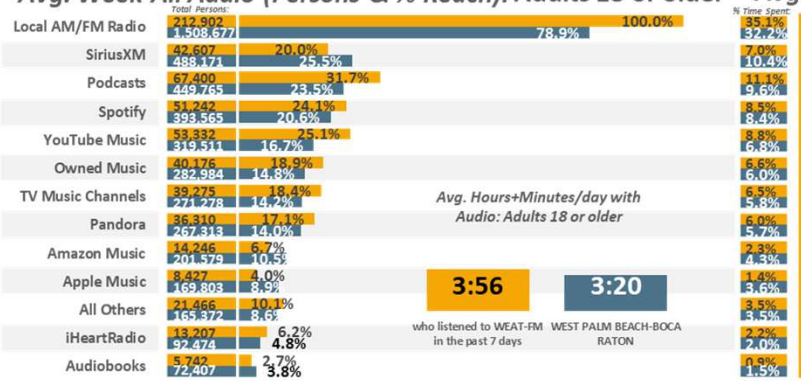
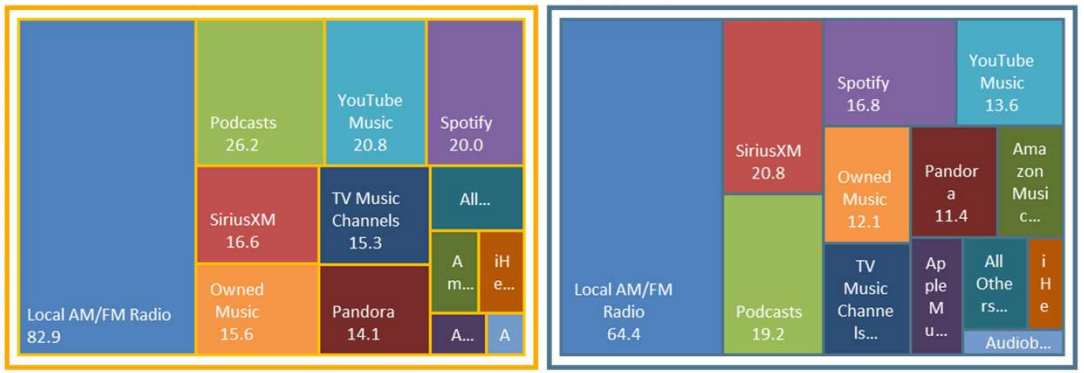
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

212,902 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 78.2 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

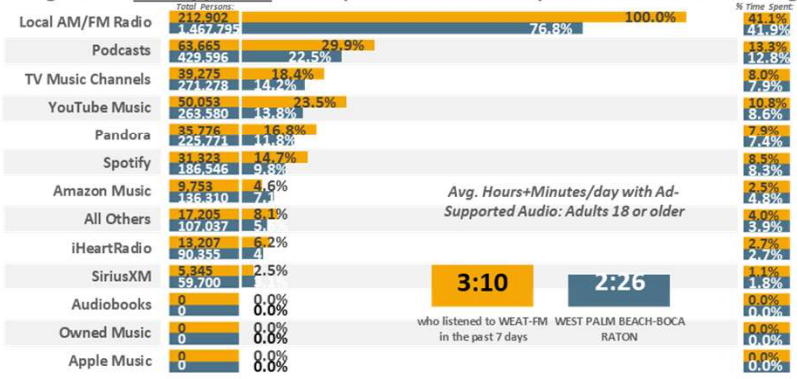
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



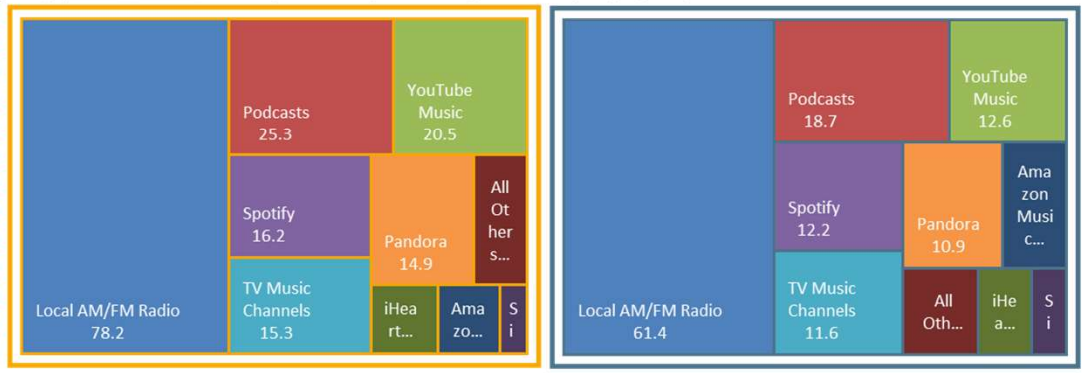
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 256

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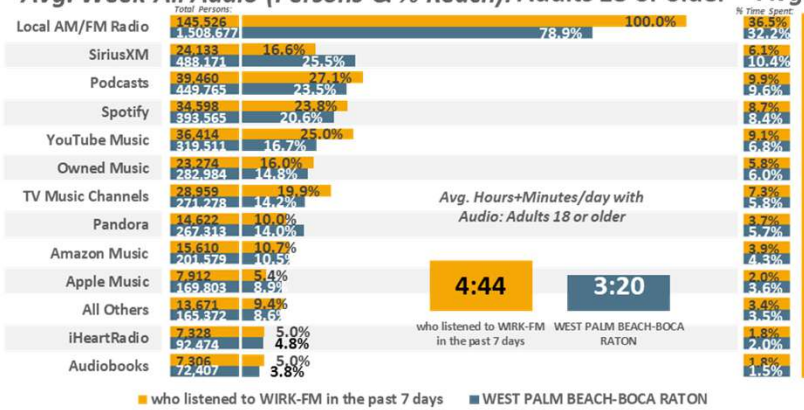
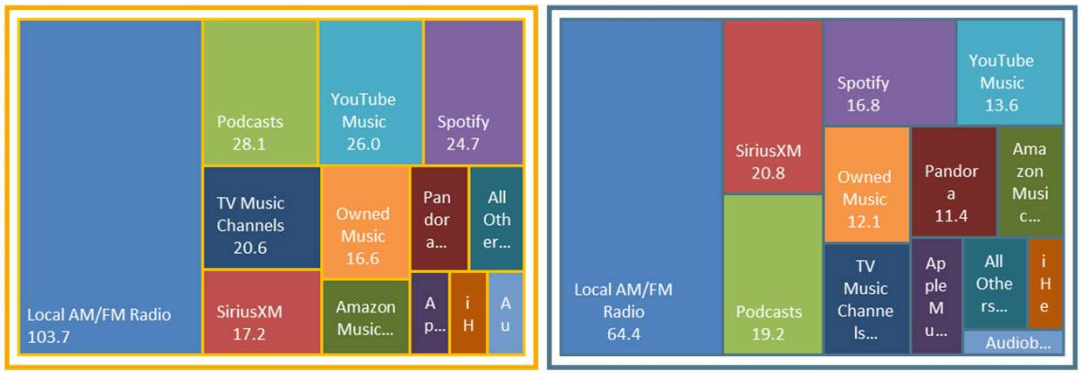
(Radio Stations: WEAT-FM)

145,526 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 100.4 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.

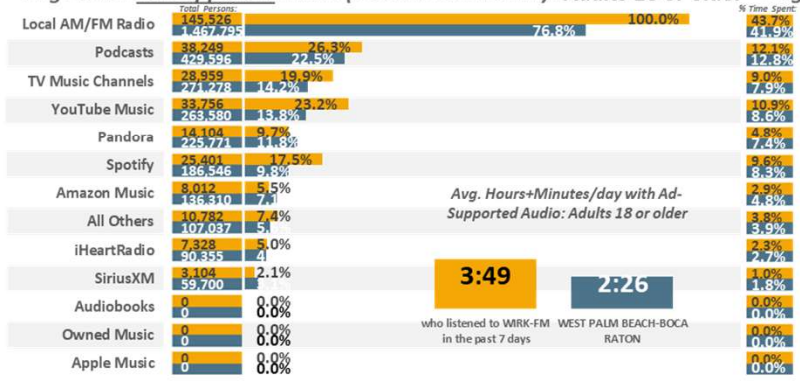
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



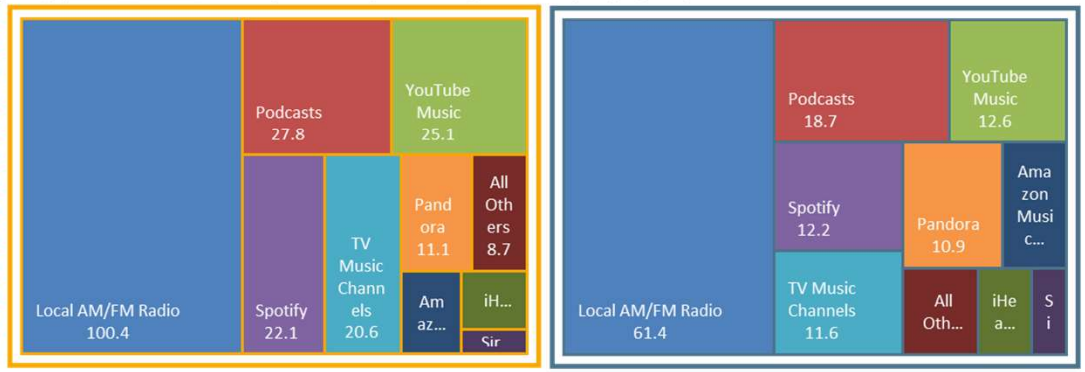
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 189

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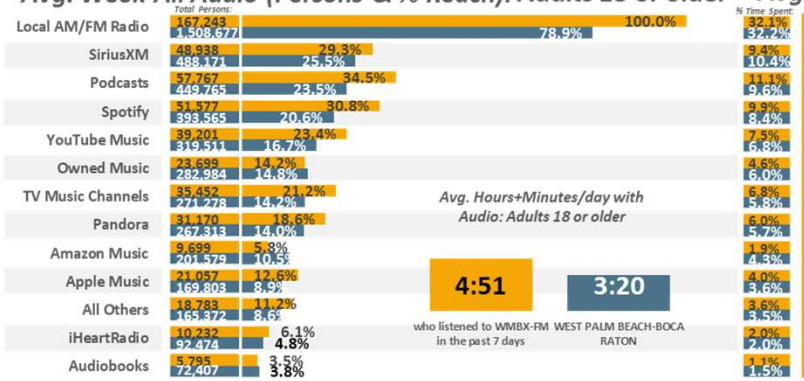
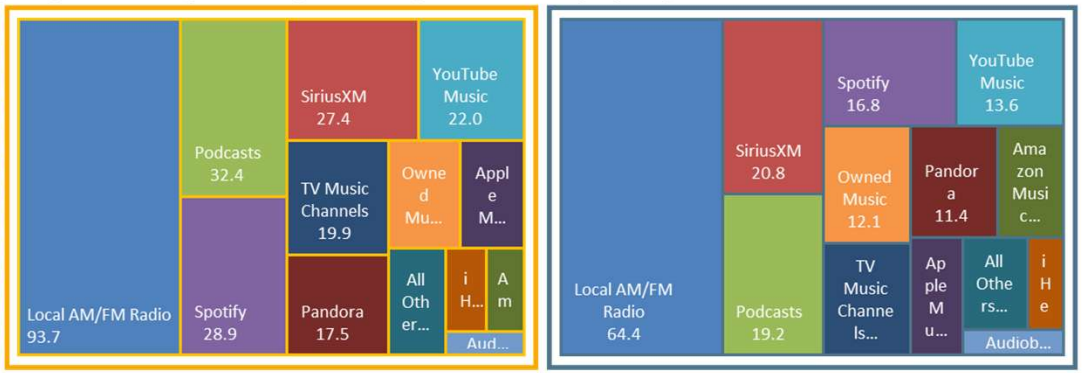
(Radio Stations: WIRK-FM)

167,243 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 88. minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.

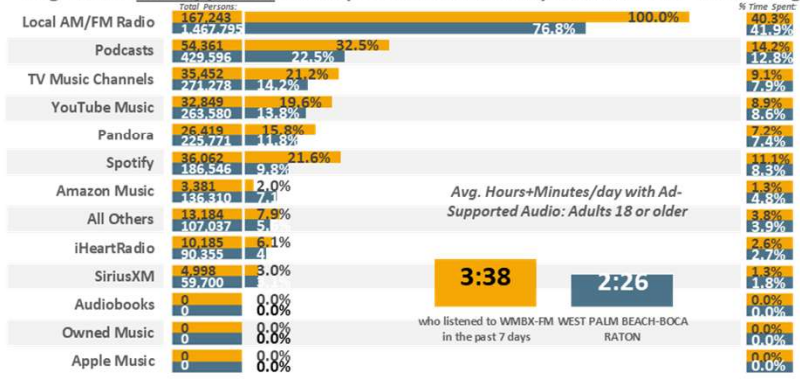
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



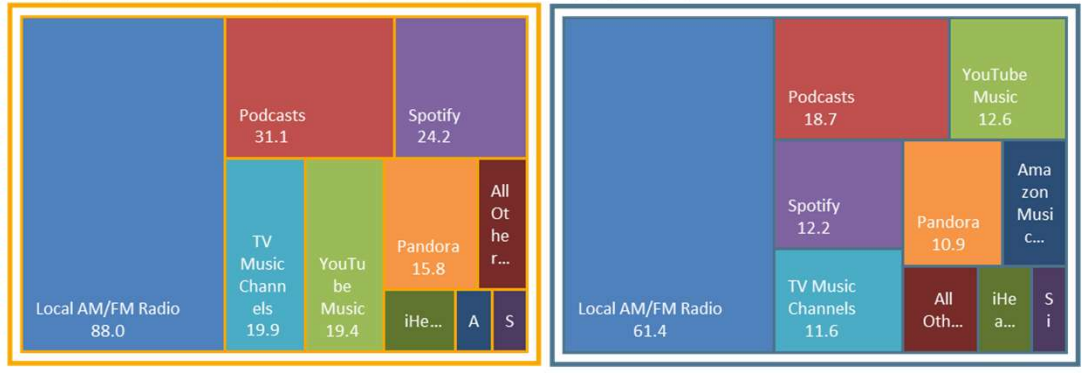
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 209

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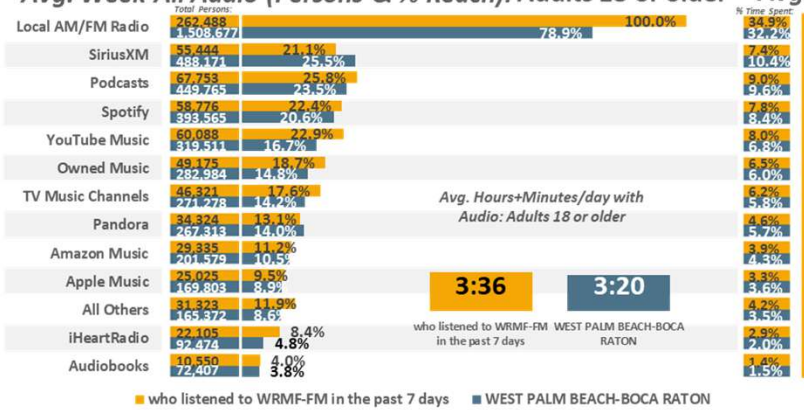
(Radio Stations: WMBX-FM)

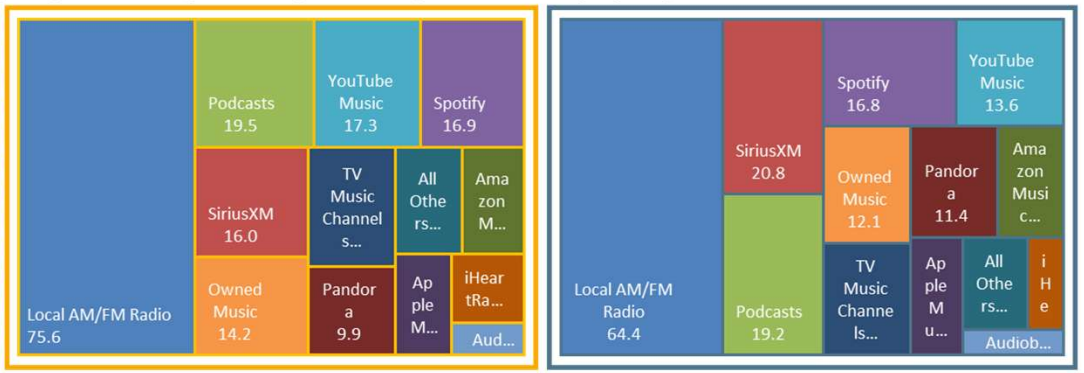
97.9 wrmf
2000's, 10's & today

262,488 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 72.3 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.

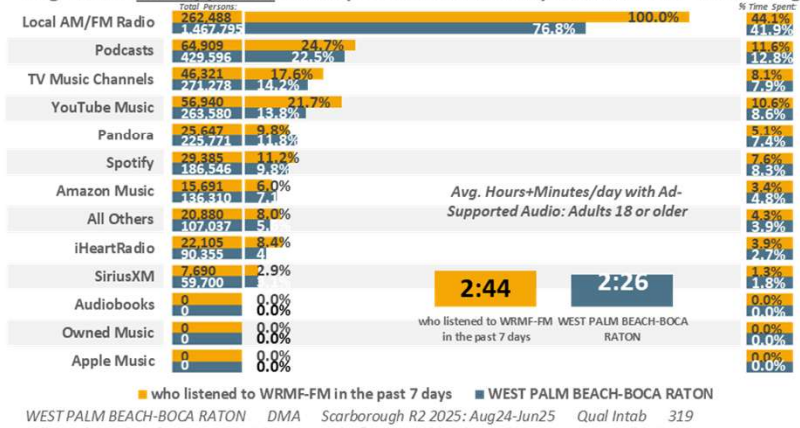
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



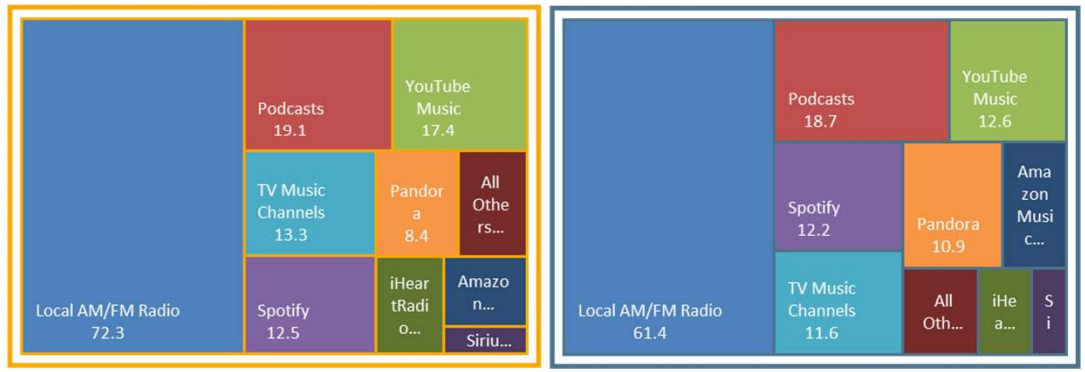
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 319

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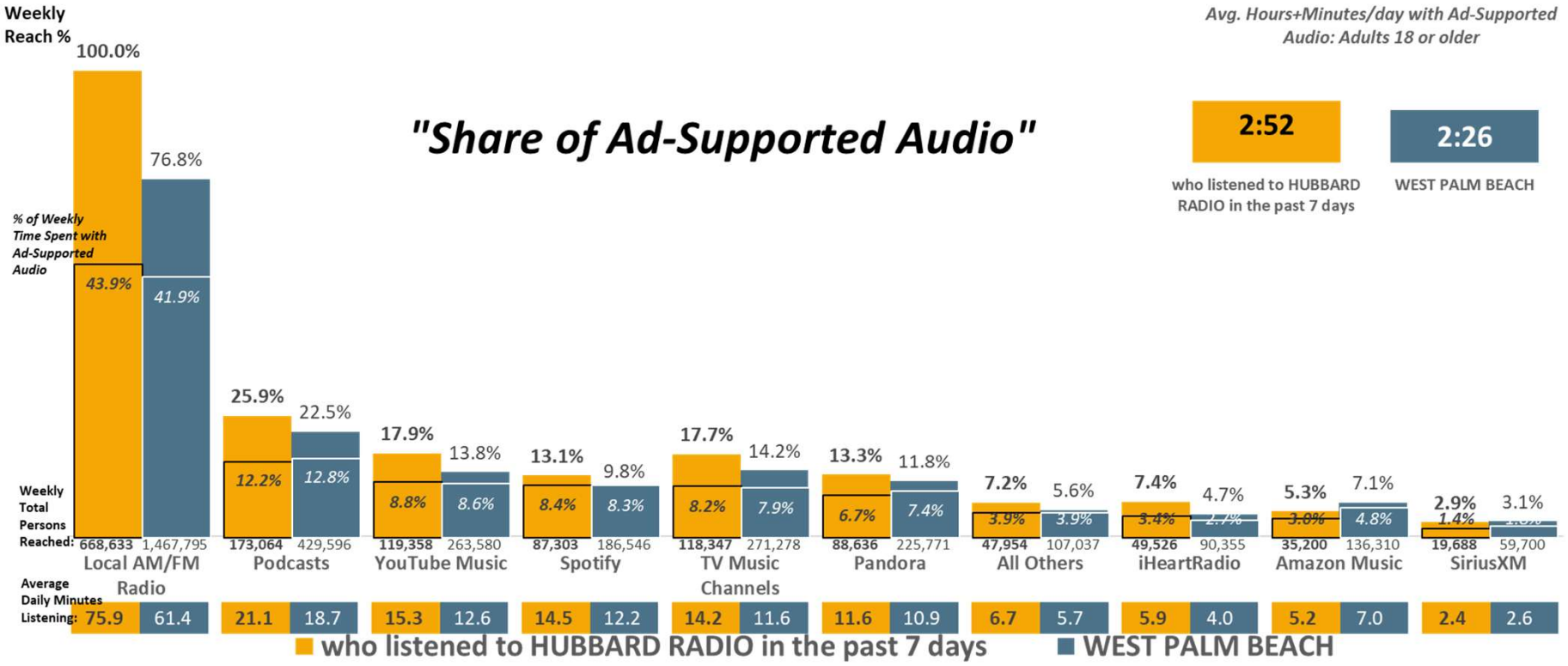
(Radio Stations: WRMF-FM)

668,633 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 75.9 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 886 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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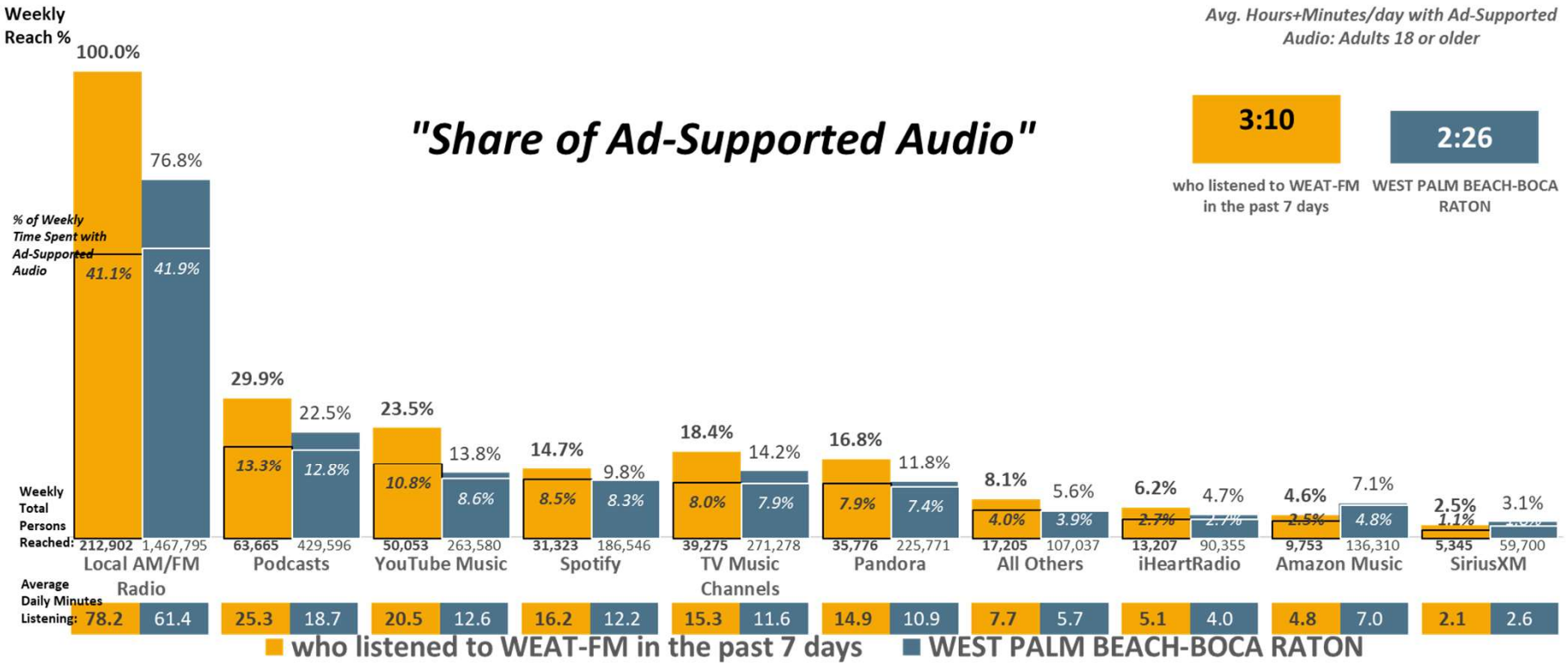
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

212,902 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 78.2 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 256WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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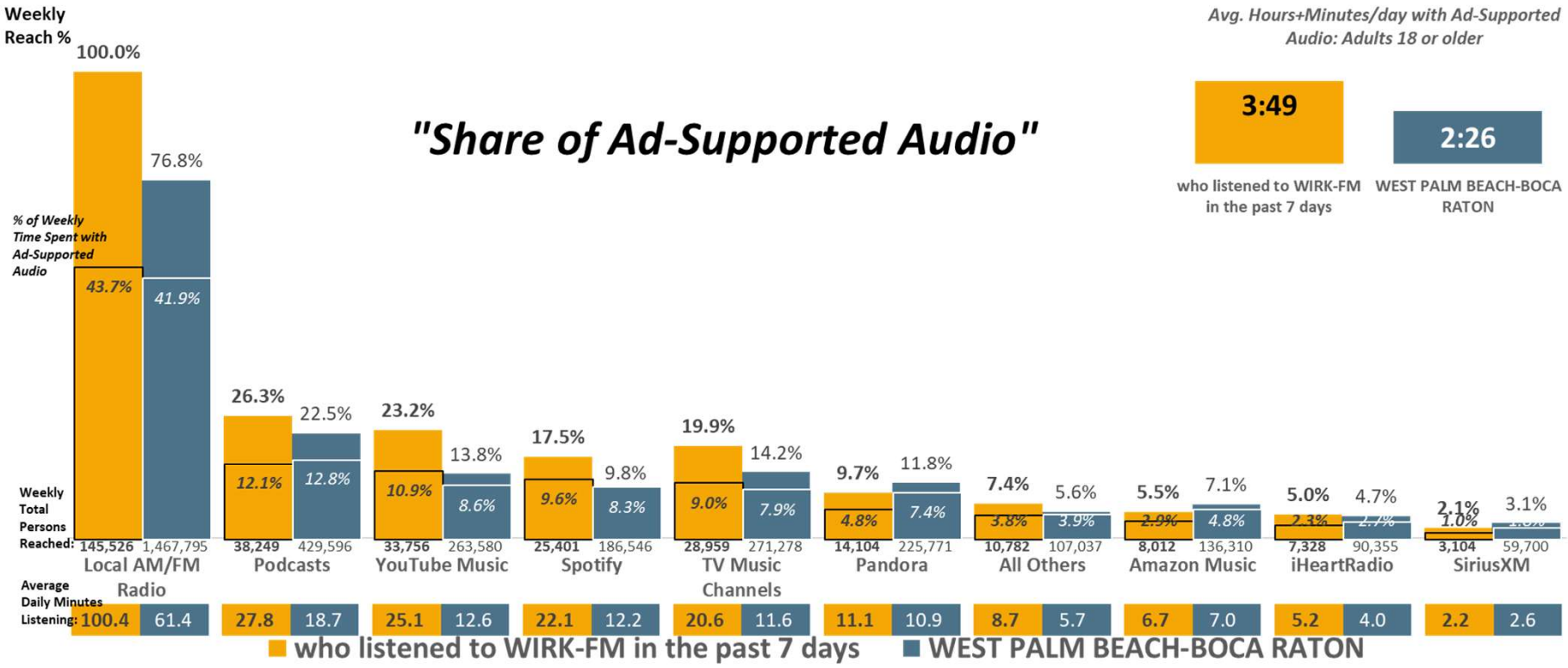
(Radio Stations: WEAT-FM)

145,526 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 100.4 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 189WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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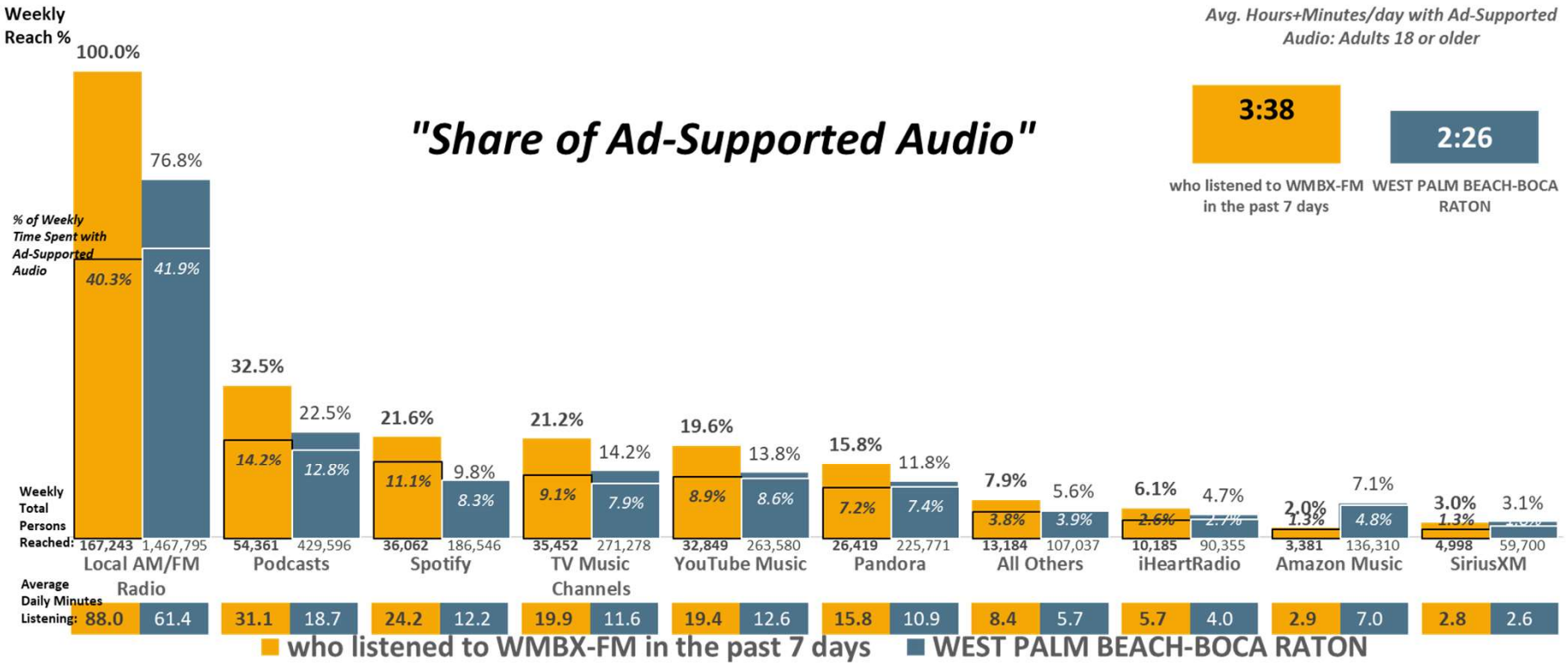
(Radio Stations: WIRK-FM)

167,243 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 88. minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 209WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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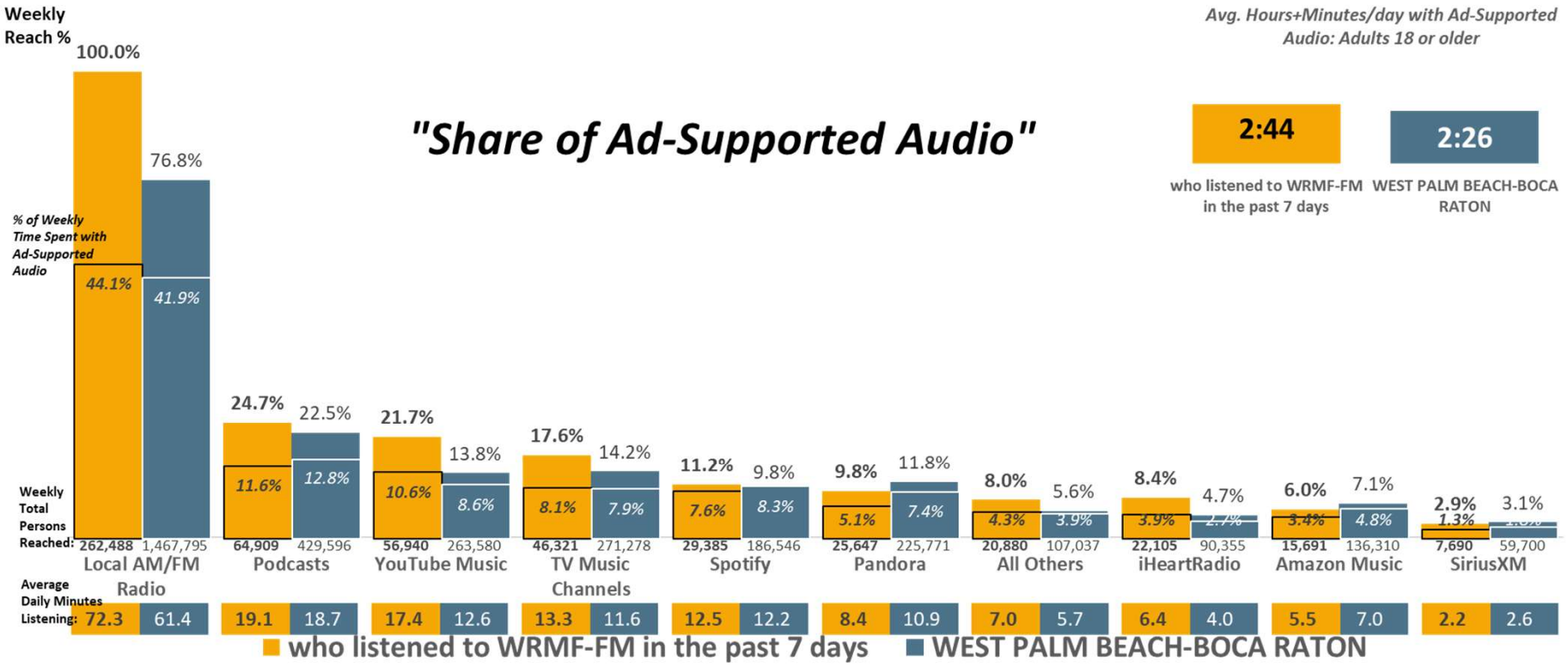
(Radio Stations: WMBX-FM)

262,488 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 72.3 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 319WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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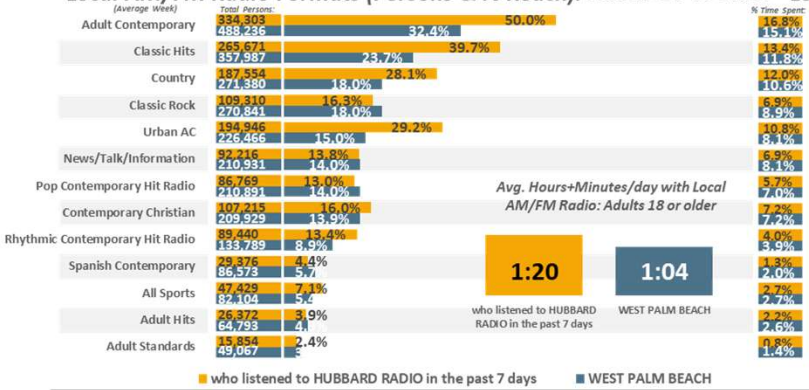
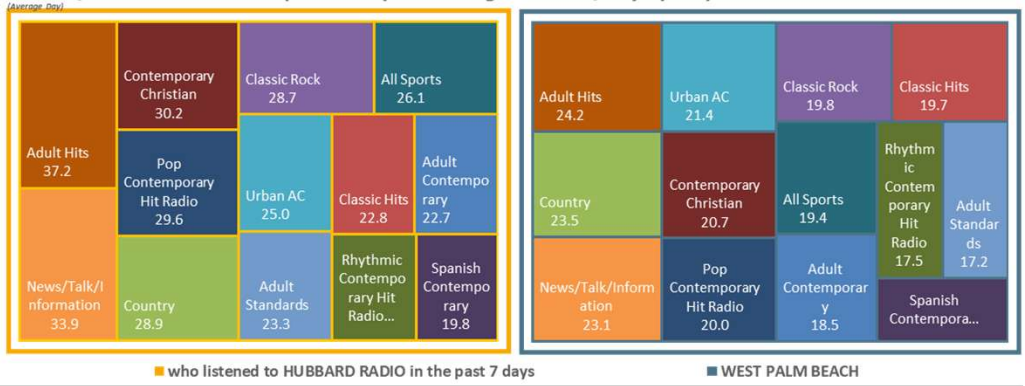
(Radio Stations: WRMF-FM)

668,633 or 100.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Urban AC, Country, and Classic Rock.

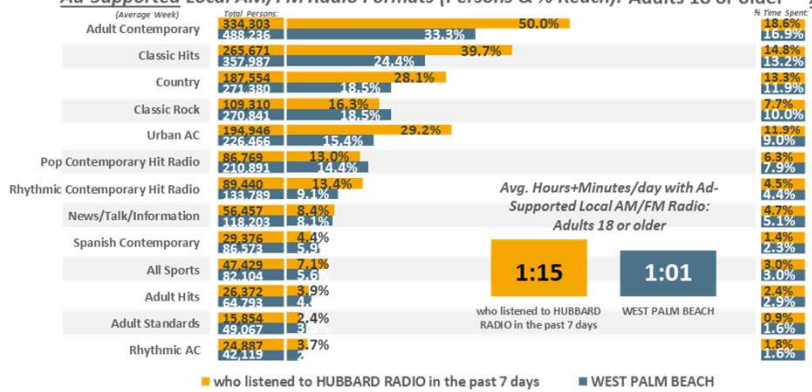
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



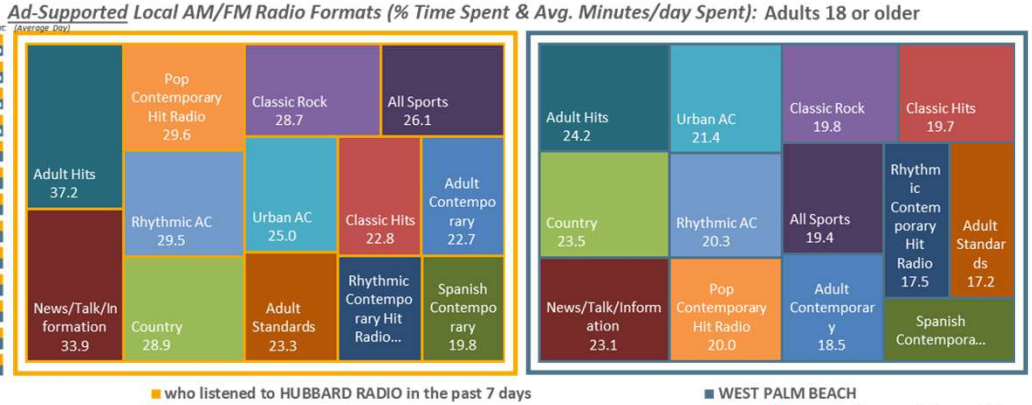
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 886

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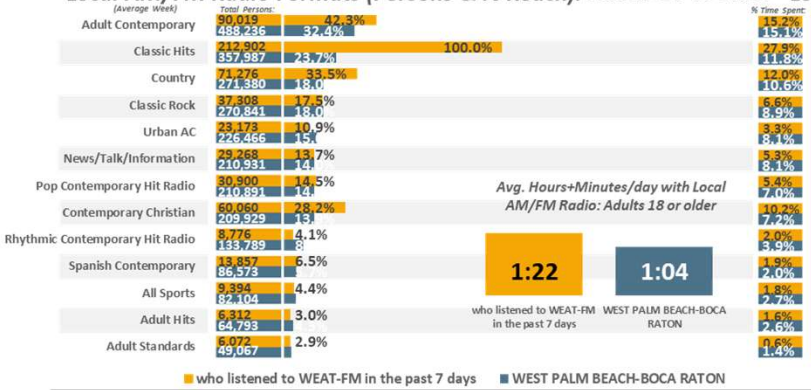
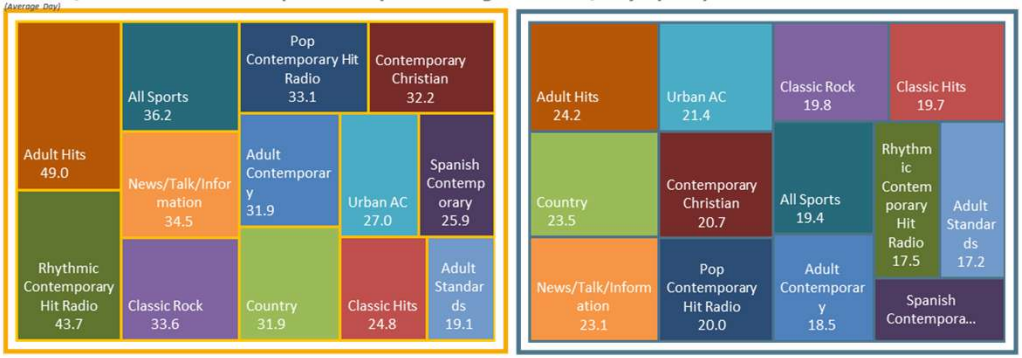
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

212,902 or 100.% of Adults 18 or older who listened to WEAT-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Classic Rock, and Pop Contemporary Hit Radio.

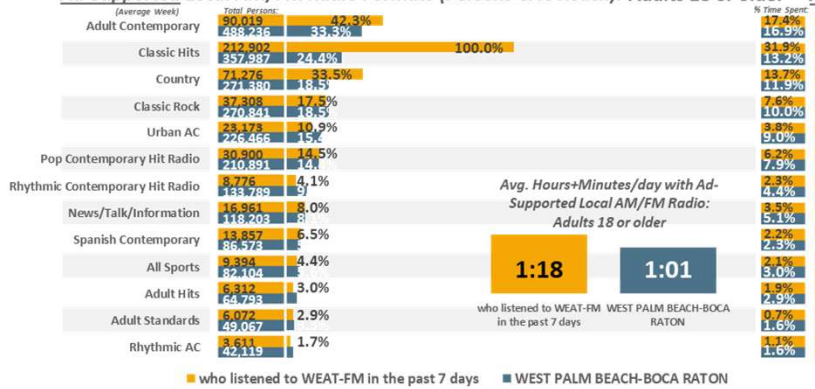
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



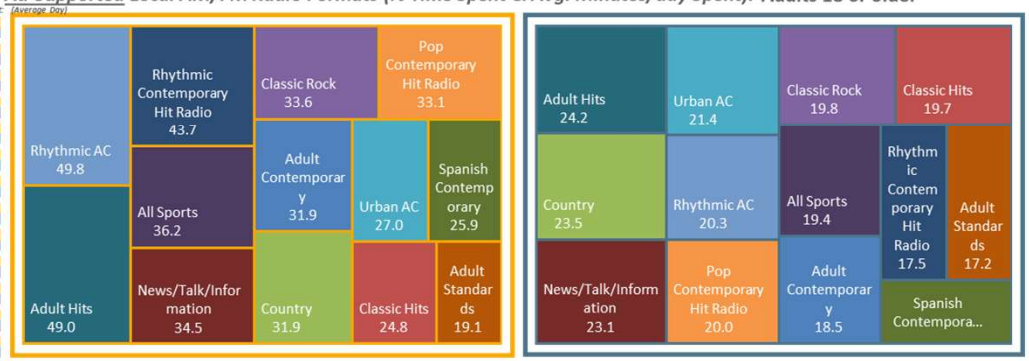
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 256

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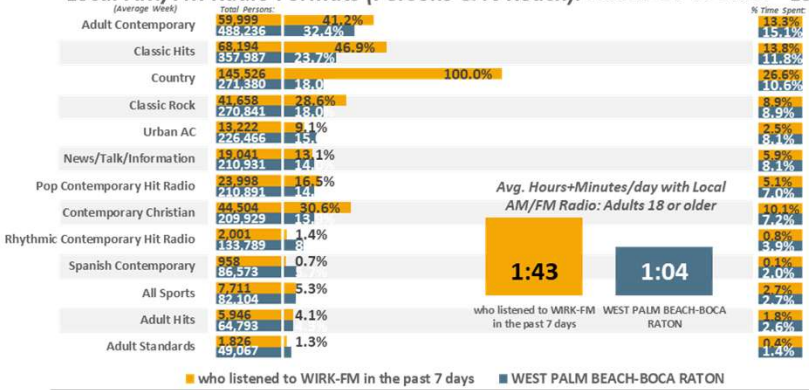
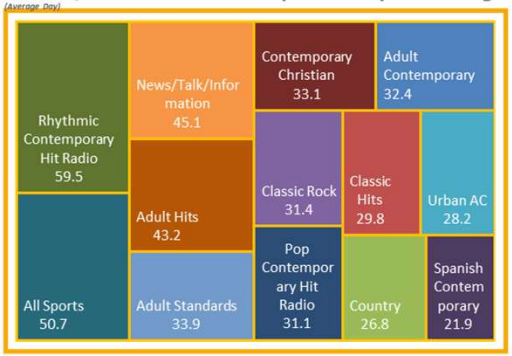
(Radio Stations: WEAT-FM)

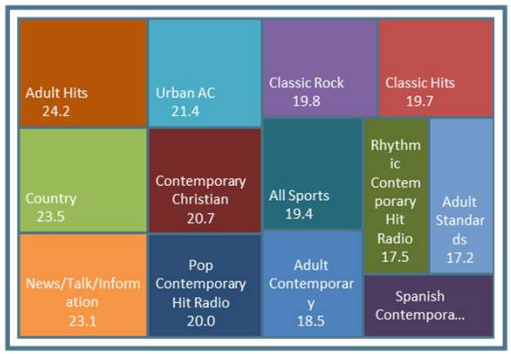
145,526 or 100.% of Adults 18 or older who listened to WIRK-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, Classic Rock, and Pop Contemporary Hit Radio.

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

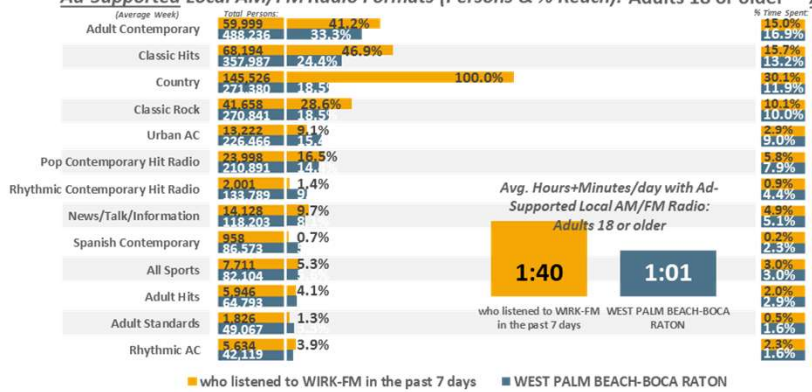


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

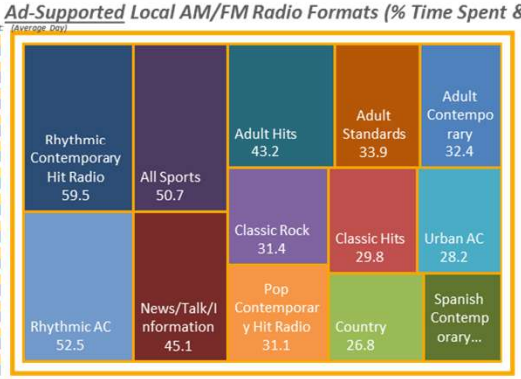


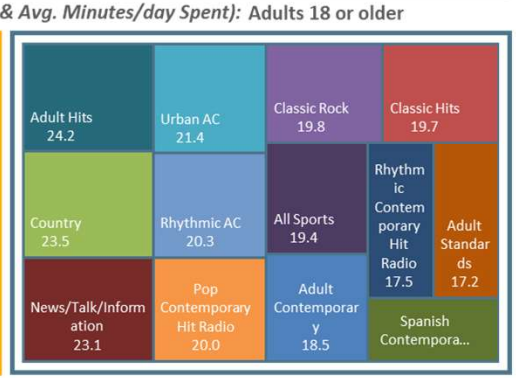


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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





WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 189

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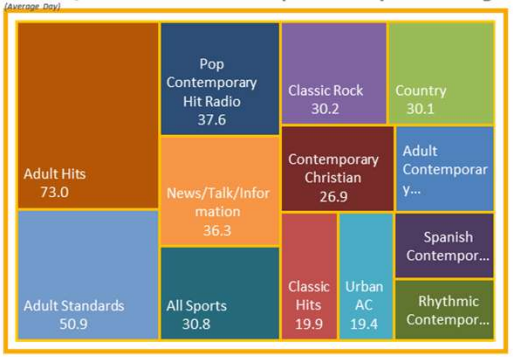
(Radio Stations: WIRK-FM)

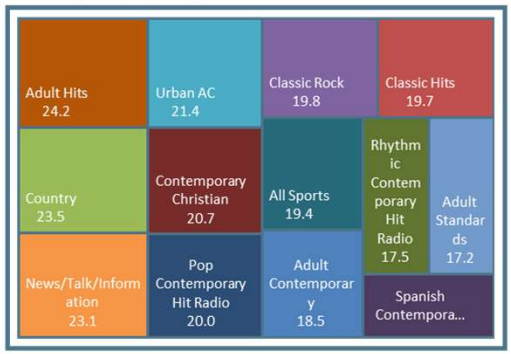
167,243 or 100.% of Adults 18 or older who listened to WMBX-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Rhythmic Contemporary Hit Radio, Adult Contemporary, Classic Hits, and Country.

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

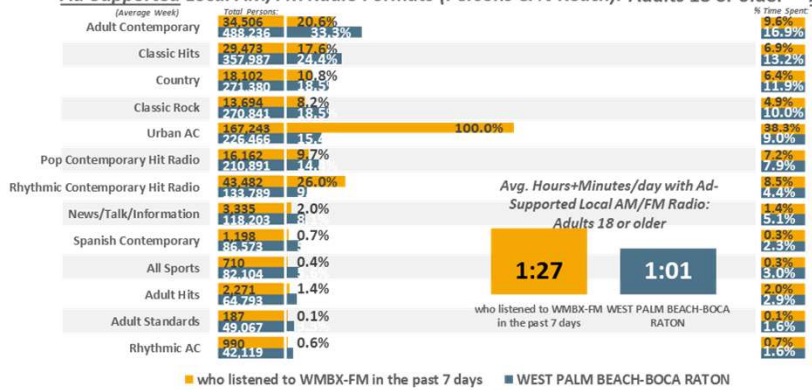


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

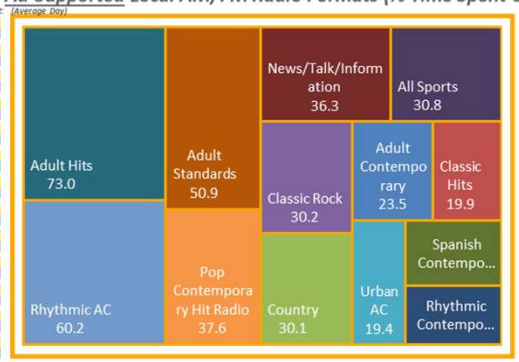


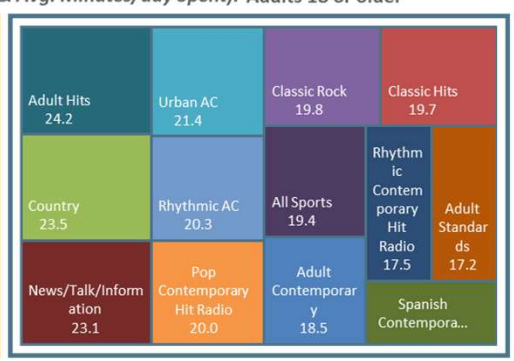


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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





WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 209

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(Radio Stations: WMBX-FM)

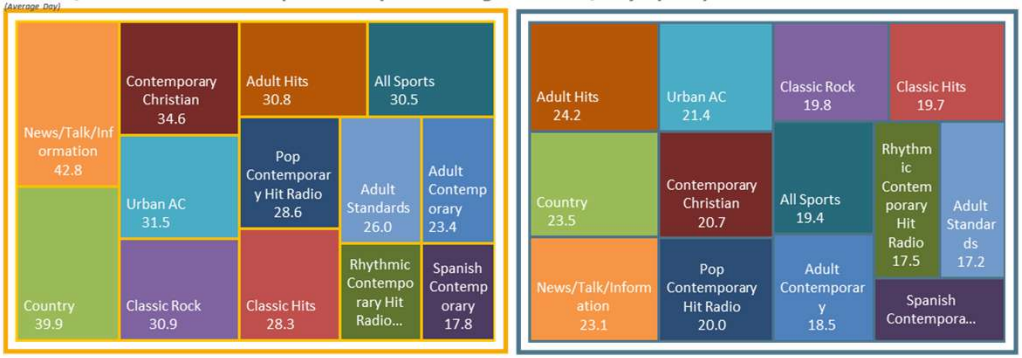
97.9 wrmf
2000's, 10's & today

262,488 or 100.% of Adults 18 or older who listened to WRMF-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Urban AC.

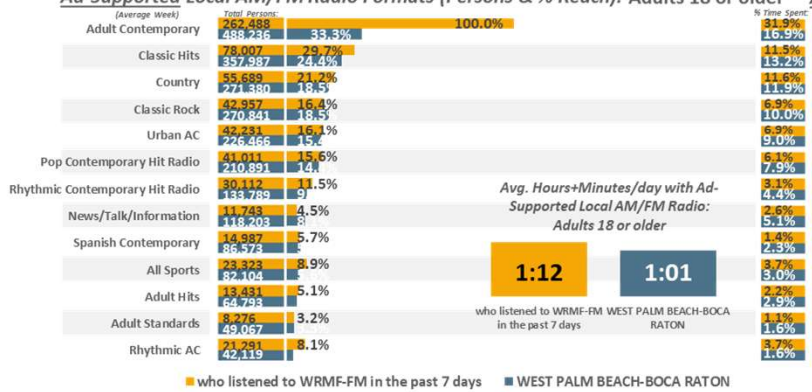
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



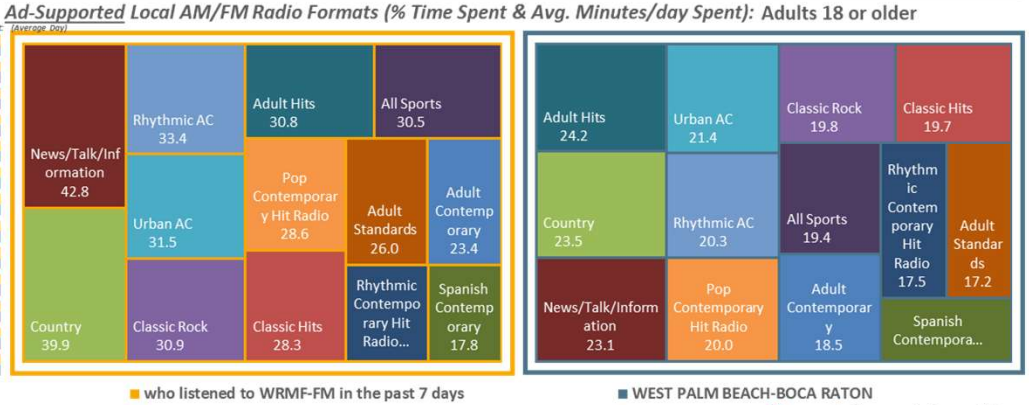
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 319

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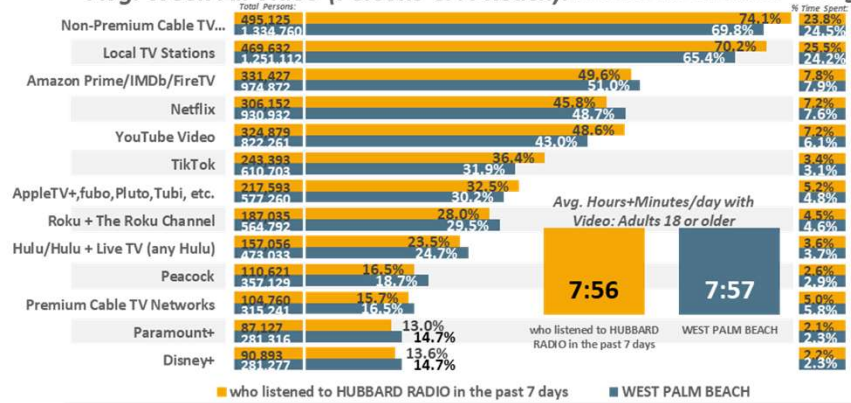
(Radio Stations: WRMF-FM)

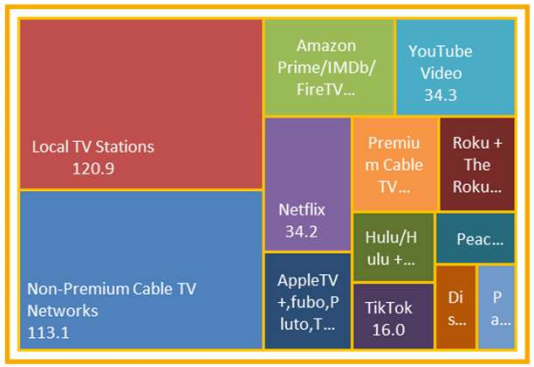
HUBBARD RADIO

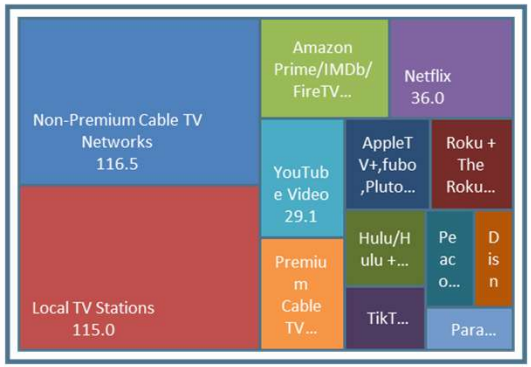
464,067 or 69.4% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 117.6 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

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

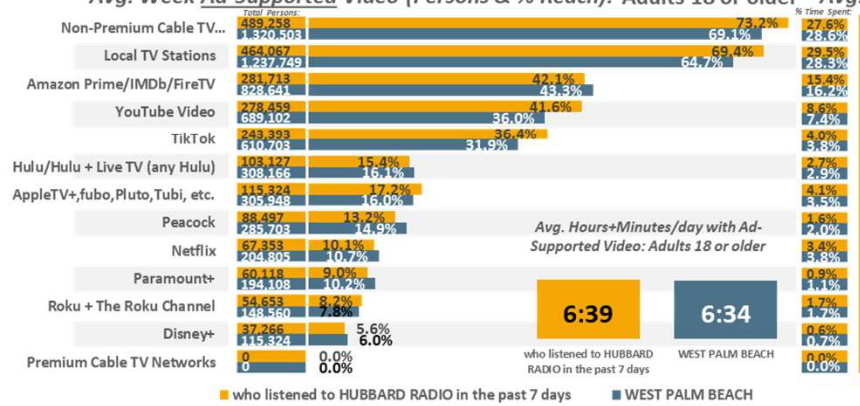


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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



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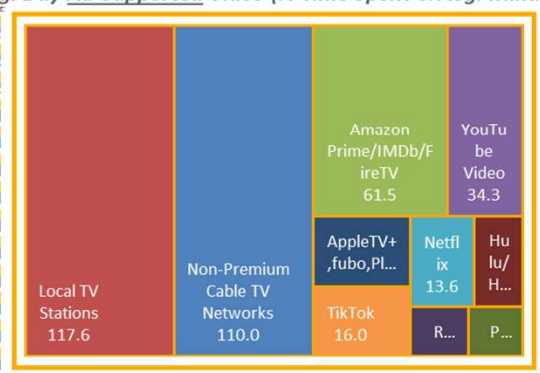

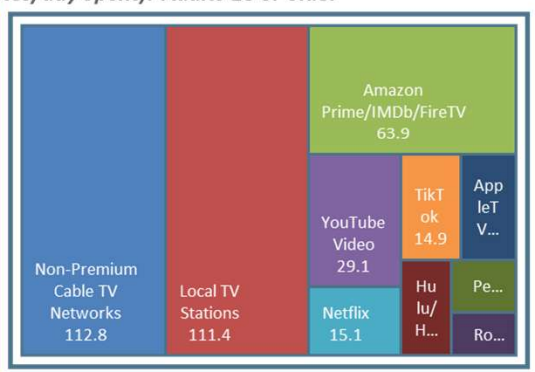

WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 886

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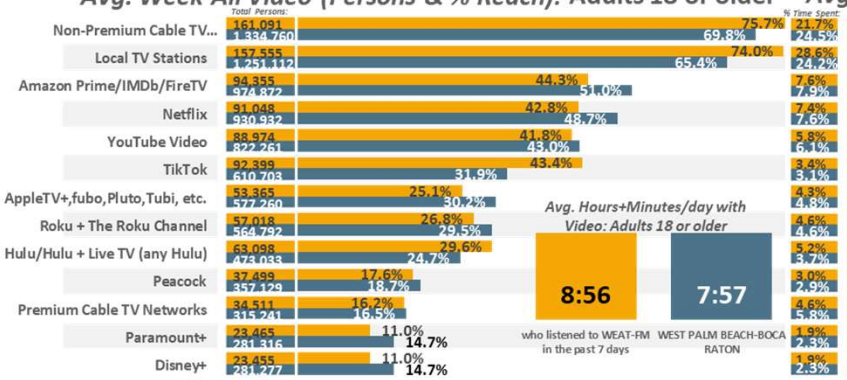
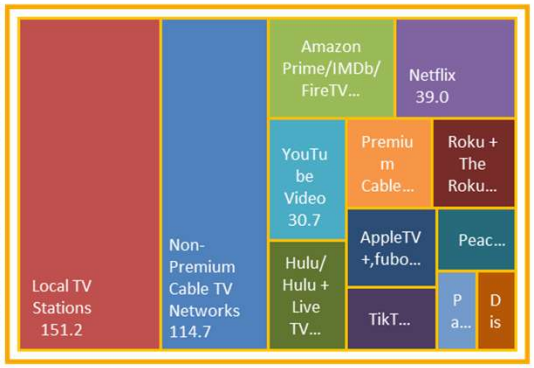
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

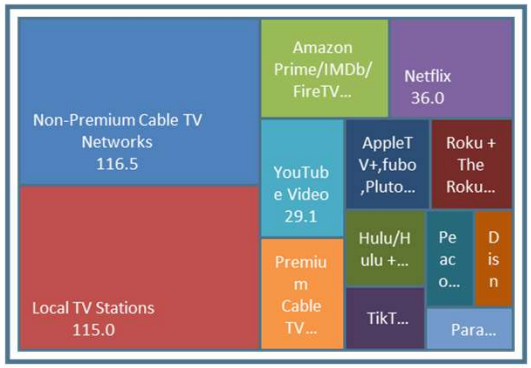
155,519 or 73.% of Adults 18 or older who listened to WEAT-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 145.3 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.

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



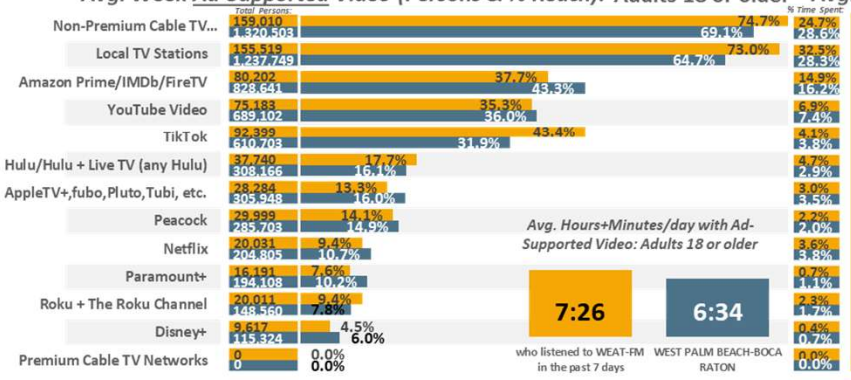
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



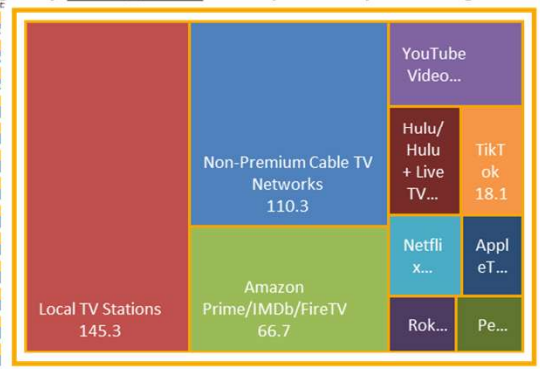


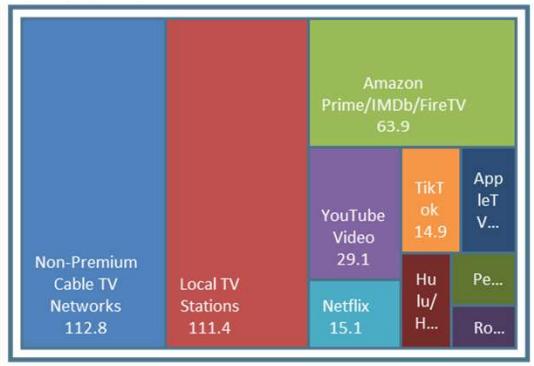
who listened to WEAT-FM in the past 7 days ■ WEST PALM BEACH-BOCA RATON

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



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





who listened to WEAT-FM in the past 7 days ■ WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 256

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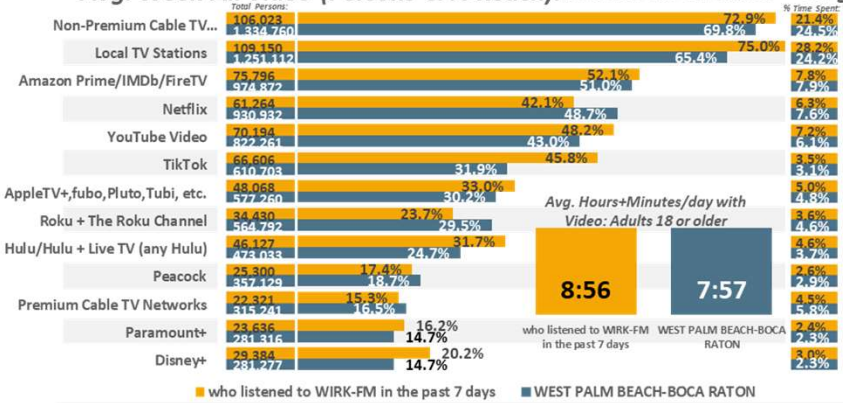
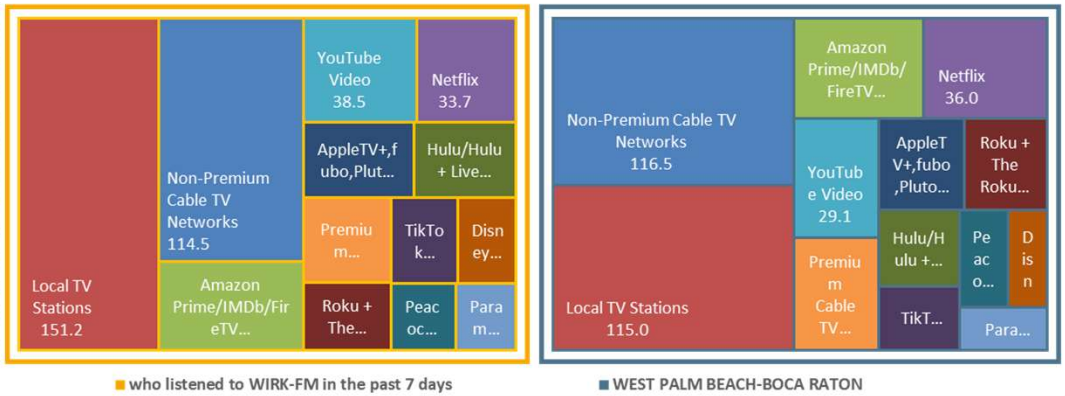
(Radio Stations: WEAT-FM)

107,979 or 74.2% 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 147.3 minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.

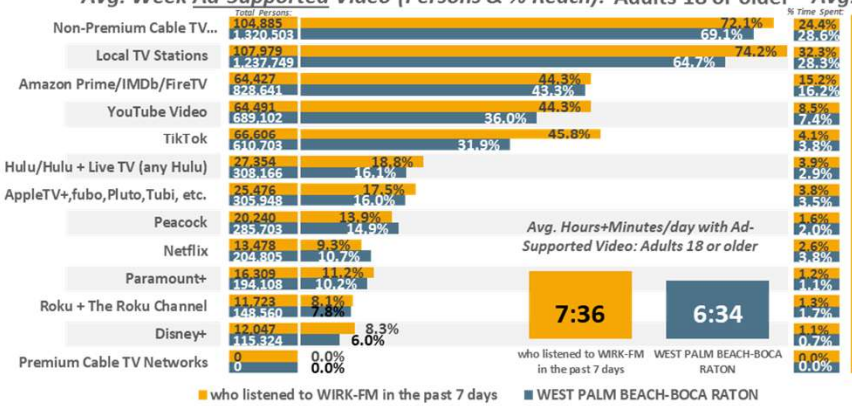
Avg. Week All Video (Persons & % Reach): Adults 18 or older



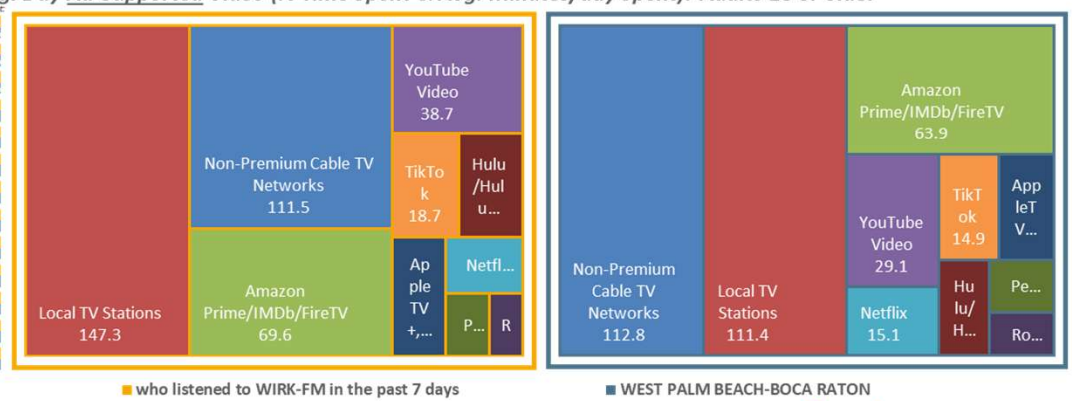
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 189

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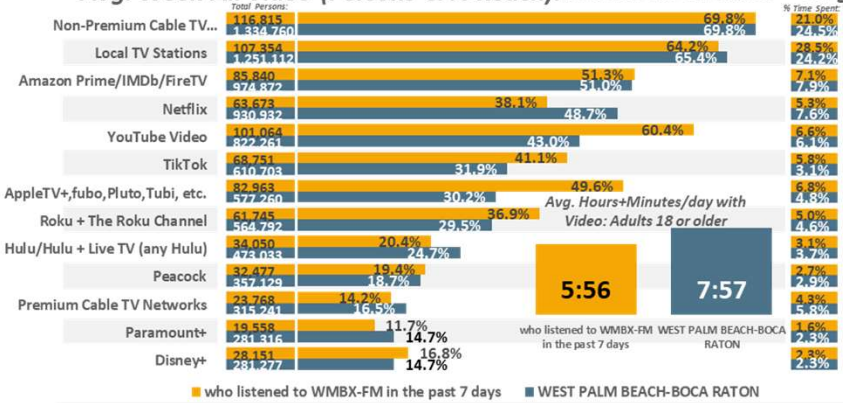
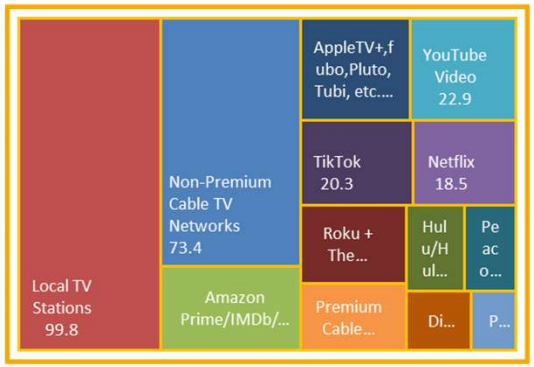
(Radio Stations: WIRK-FM)

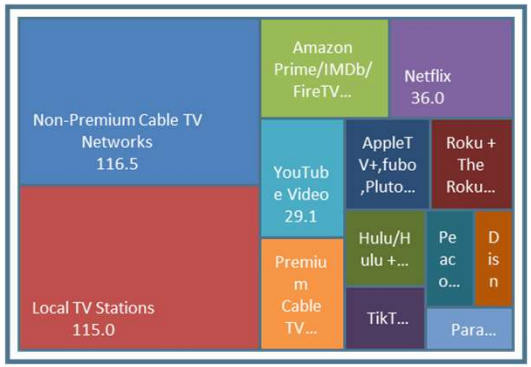
106,034 or 63.4% of Adults 18 or older who listened to WMBX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 98.6 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

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



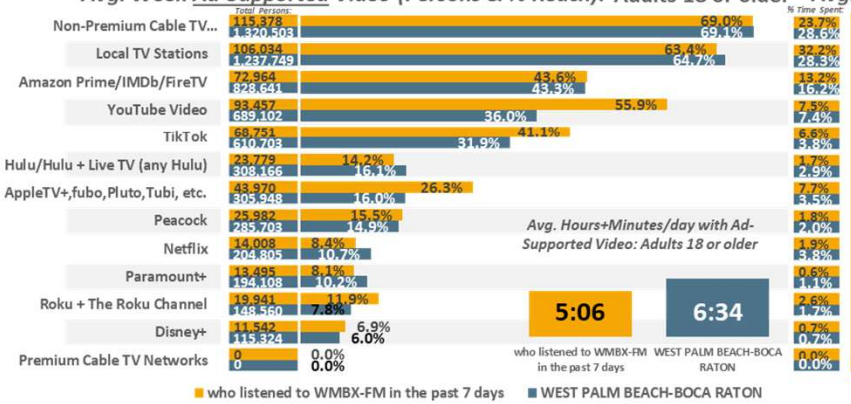
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



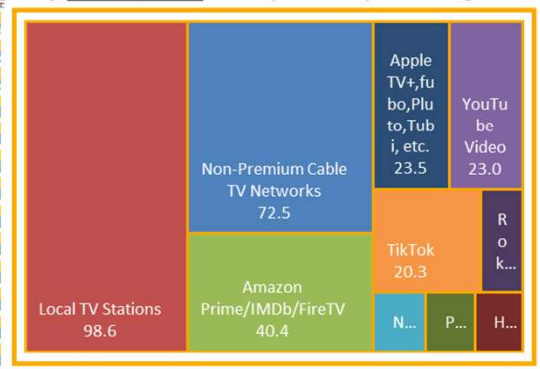


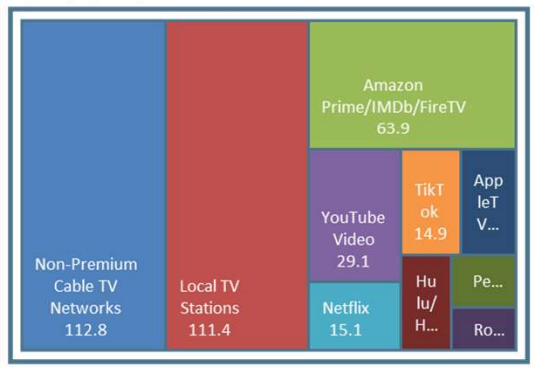
■ who listened to WMBX-FM in the past 7 days ■ WEST PALM BEACH-BOCA RATON

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





■ who listened to WMBX-FM in the past 7 days ■ WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 209

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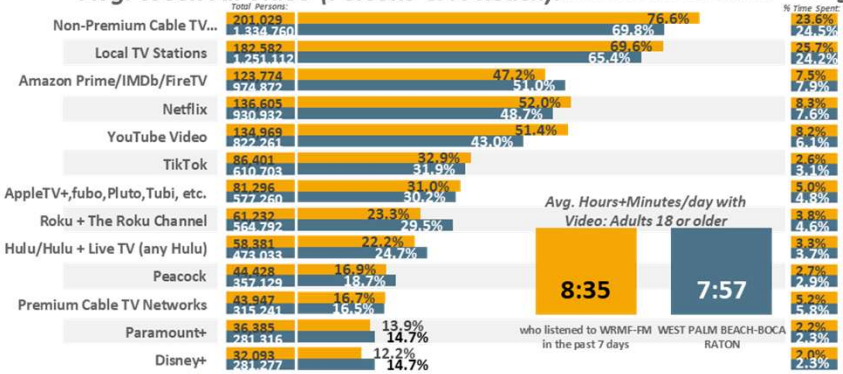
(Radio Stations: WMBX-FM)

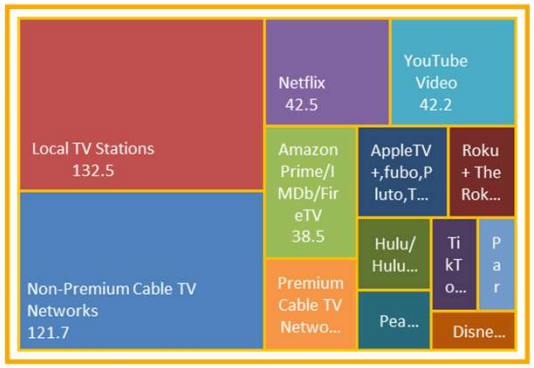
97.9 wrmf
2000's, 10's & today

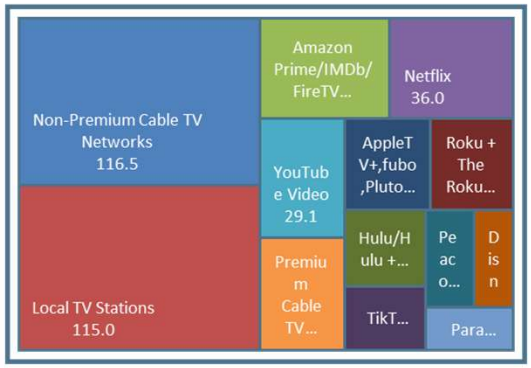
181,027 or 69.% of Adults 18 or older who listened to WRMF-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 129.6 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

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



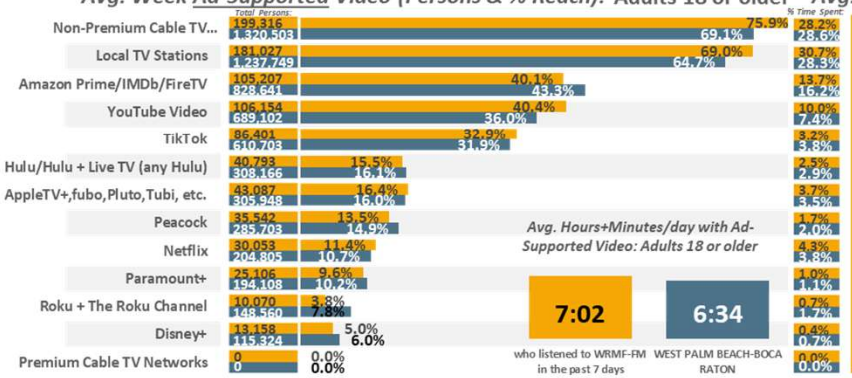
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



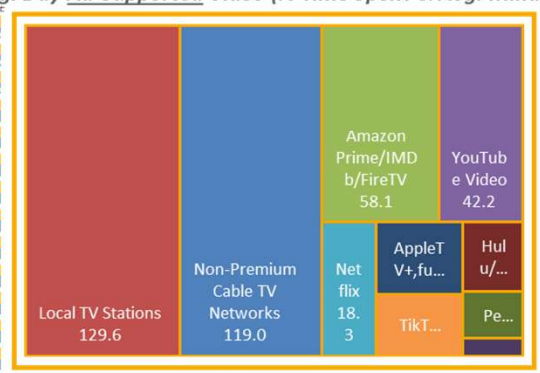


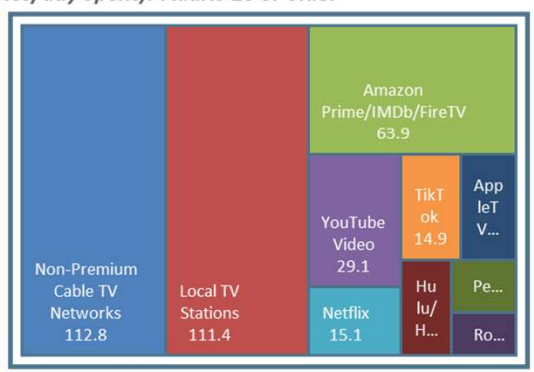
who listened to WRMF-FM in the past 7 days
WEST PALM BEACH-BOCA RATON

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





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

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 319

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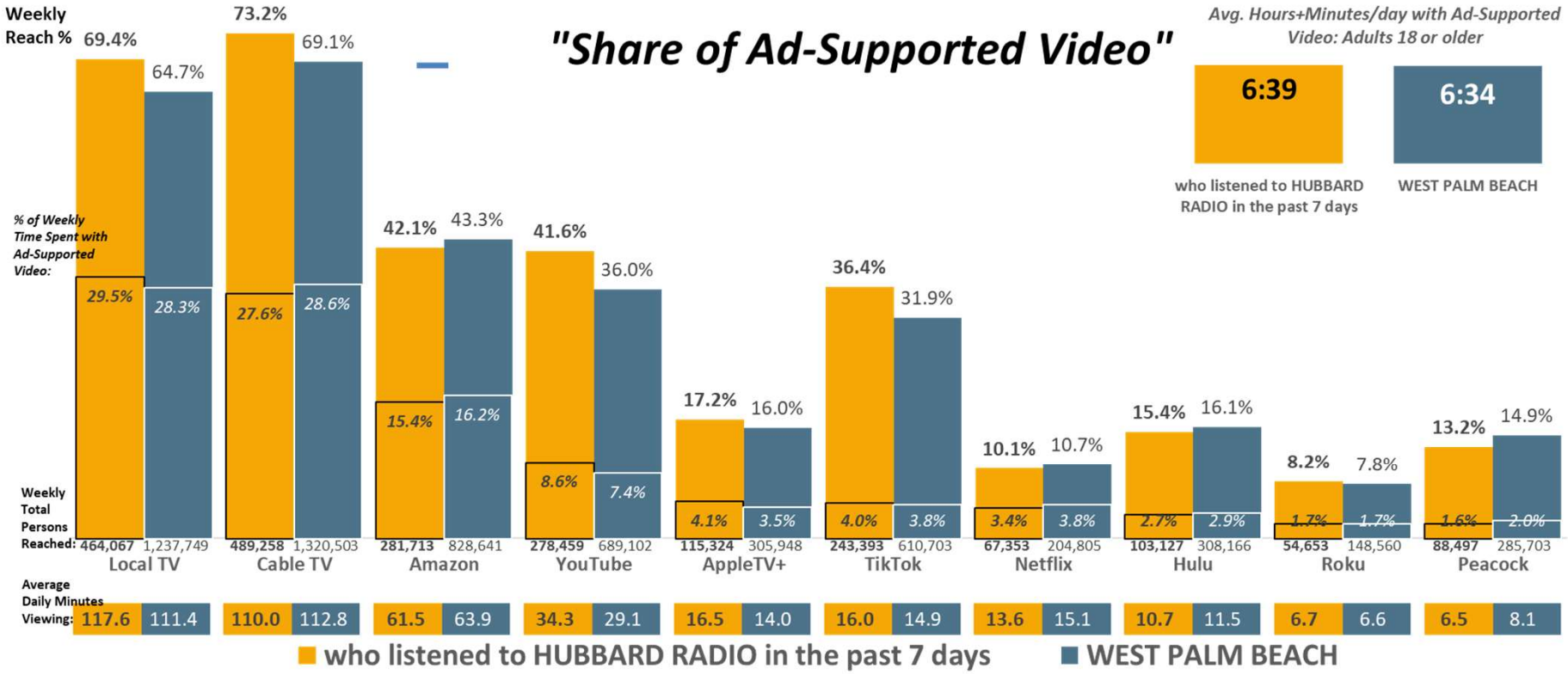
(Radio Stations: WRMF-FM)

464,067 or 69.4% 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 117.6 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 886 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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

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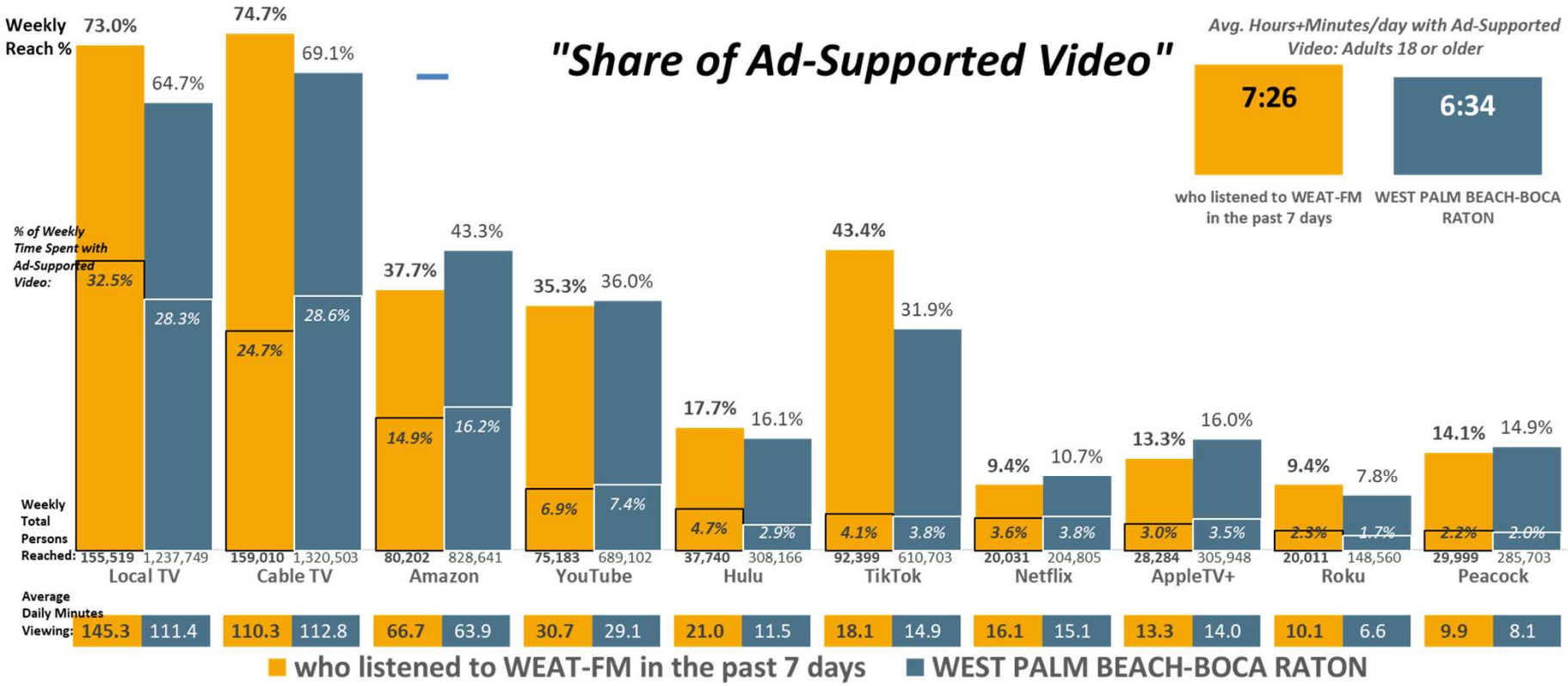

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 256 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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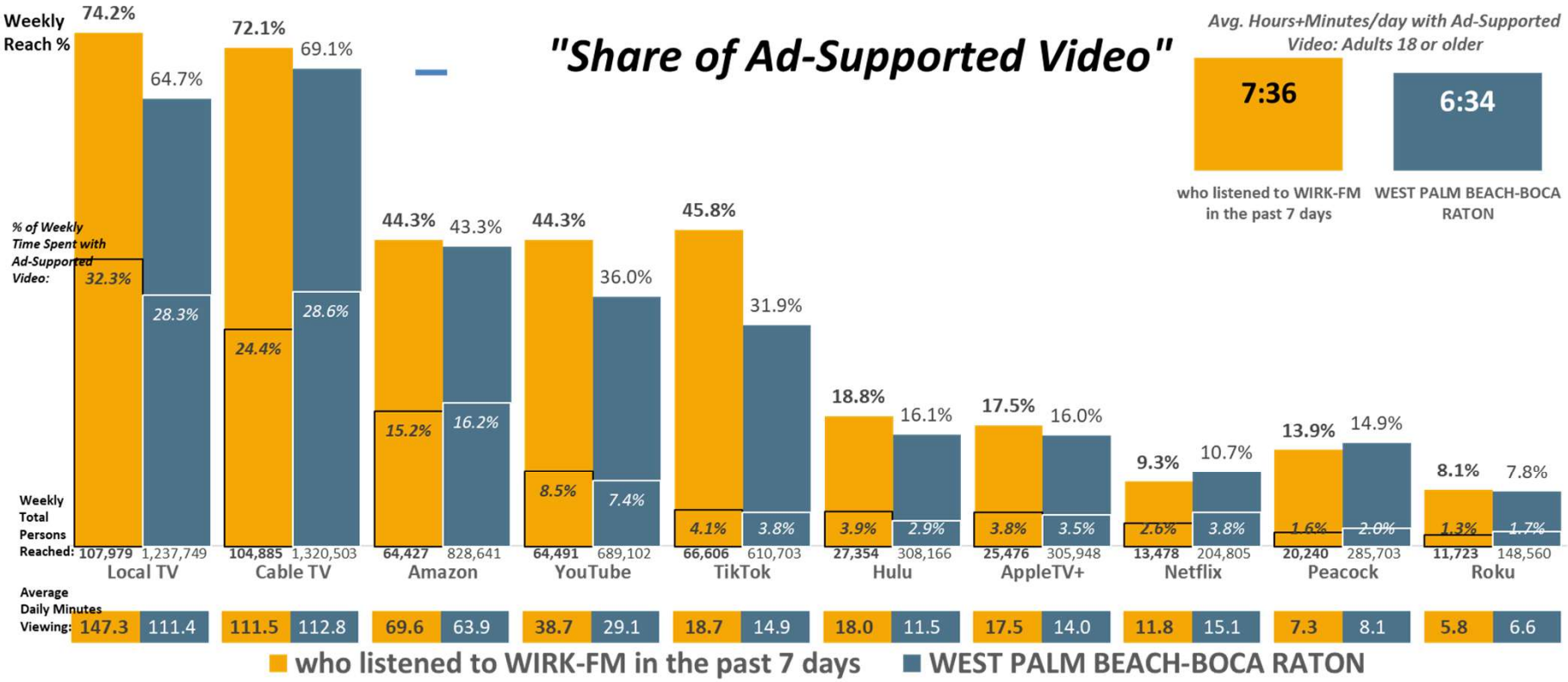
(Radio Stations: WEAT-FM)

107,979 or 74.2% 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 147.3 minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 189 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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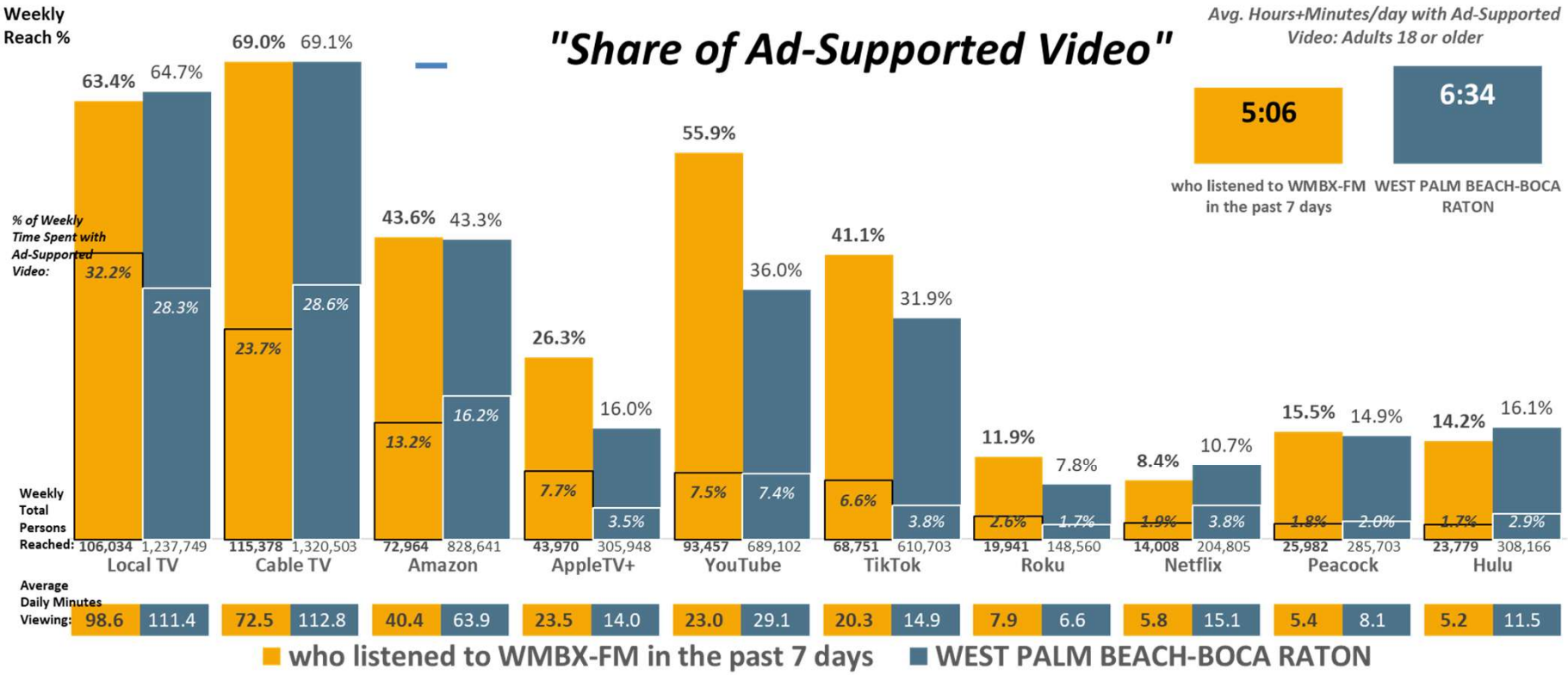
(Radio Stations: WIRK-FM)

106,034 or 63.4% of Adults 18 or older who listened to WMBX-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 98.6 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 209 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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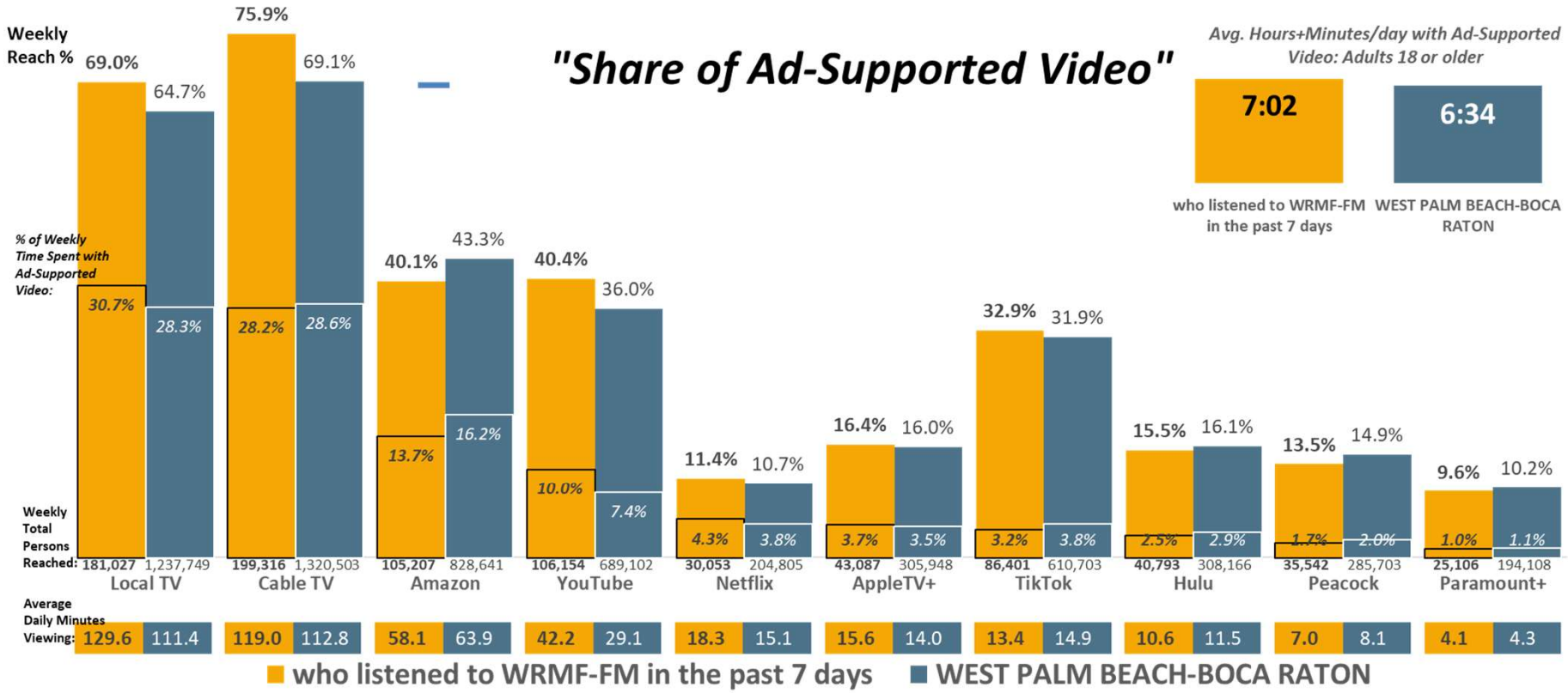
(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

181,027 or 69.4% 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 129.6 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 319 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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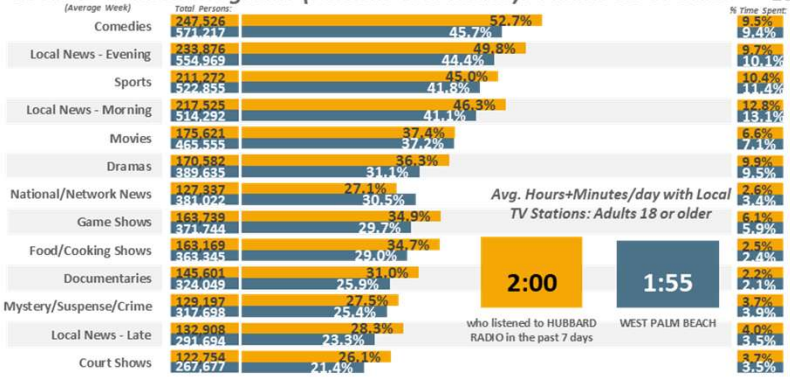
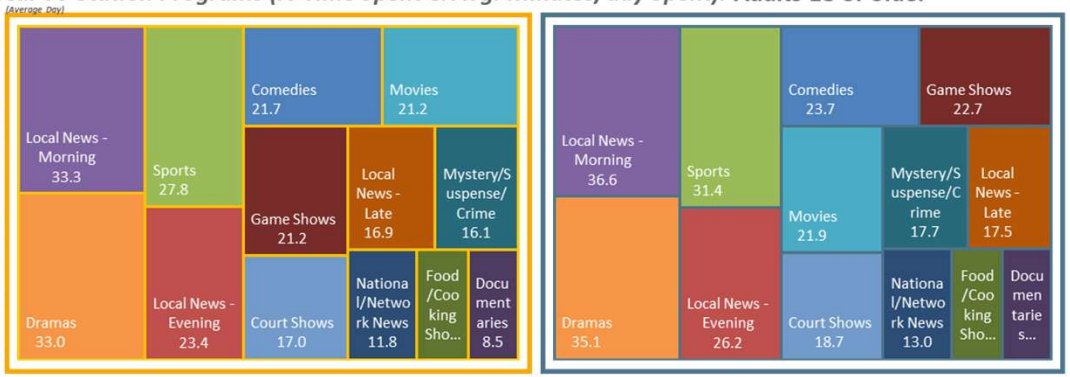
(Radio Stations: WRMF-FM)

464,067 or 69.4% 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 Comedies, Local News - Evening, Local News - Morning, Sports, Movies, and Dramas.

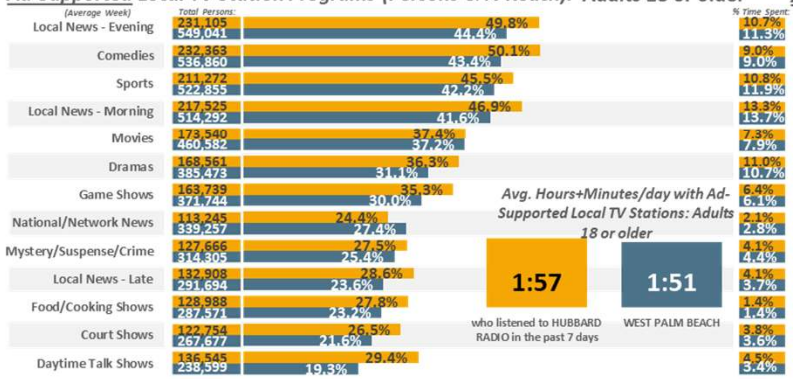
Local TV Station Programs (Persons & % Reach): Adults 18 or older



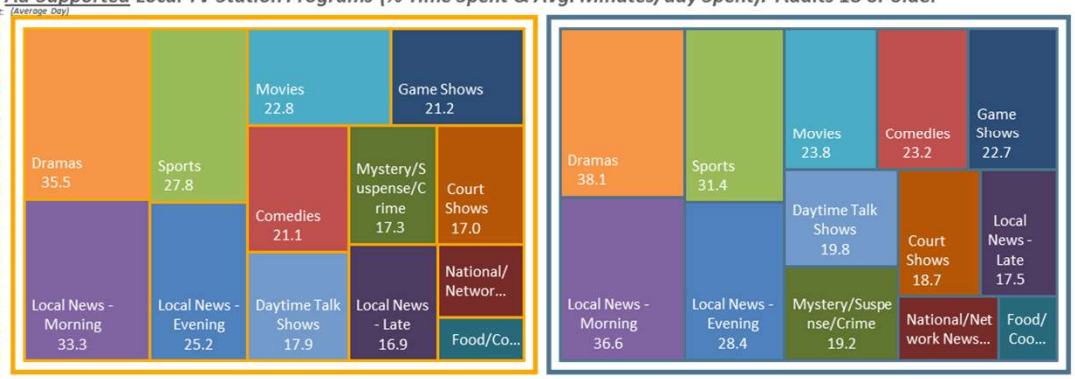
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 886

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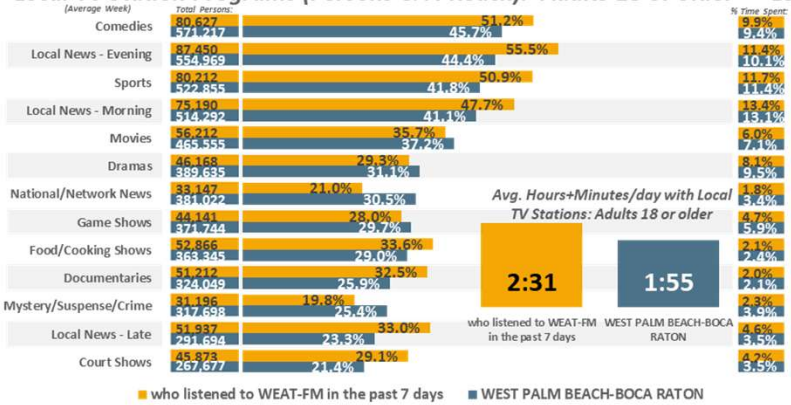
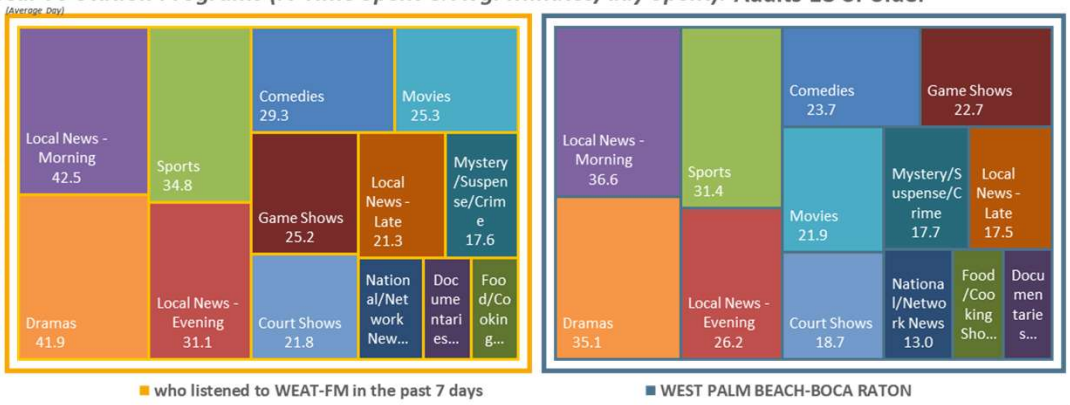
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

155,519 or 73.% 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, Sports, Comedies, Local News - Morning, Movies, and Daytime Talk Shows.

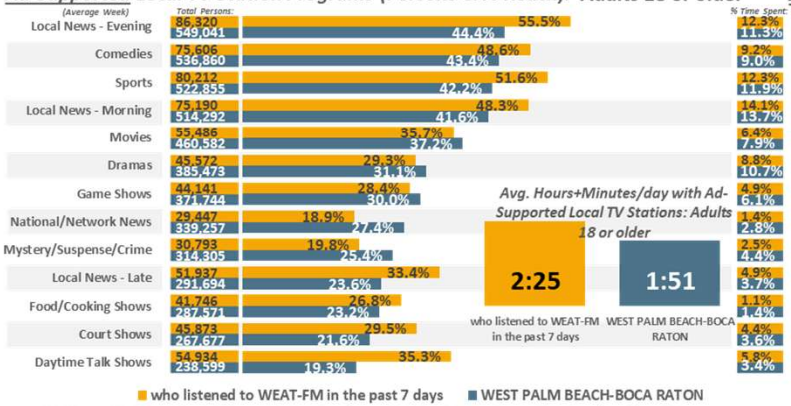
Local TV Station Programs (Persons & % Reach): Adults 18 or older



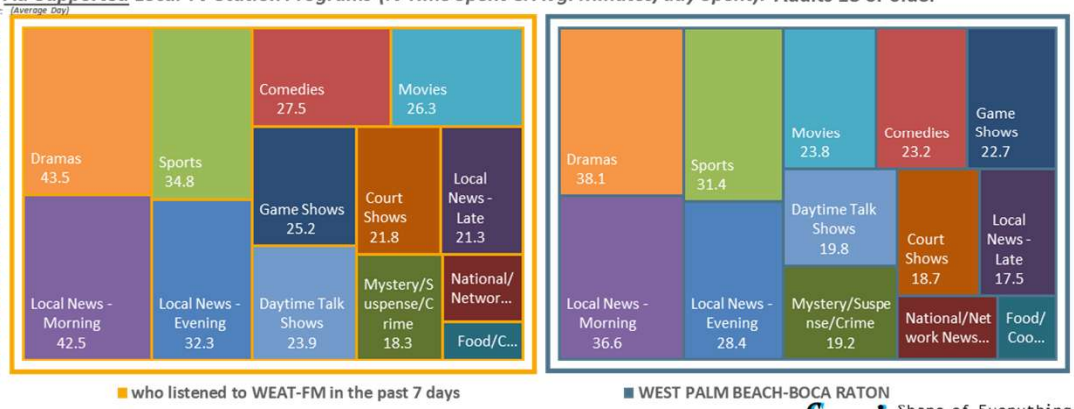
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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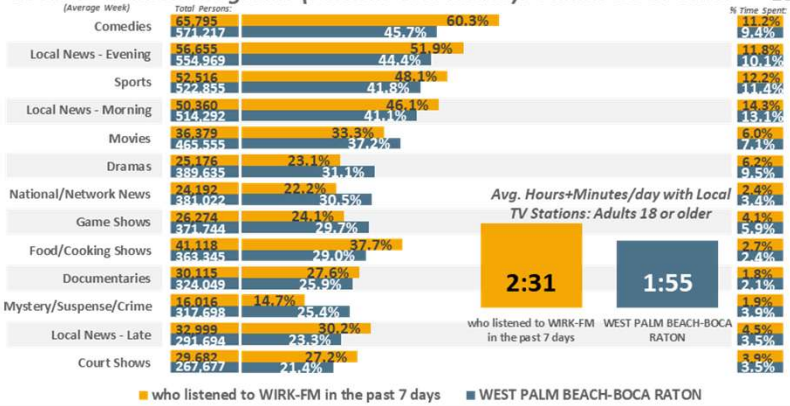
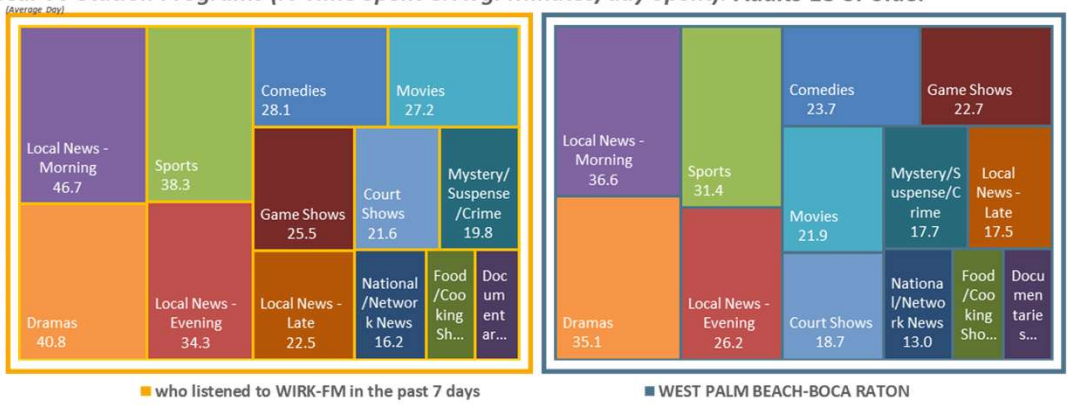
(Radio Stations: WEAT-FM)

107,979 or 74.2% 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, Local News - Evening, Sports, Local News - Morning, Daytime Talk Shows, and Movies.

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



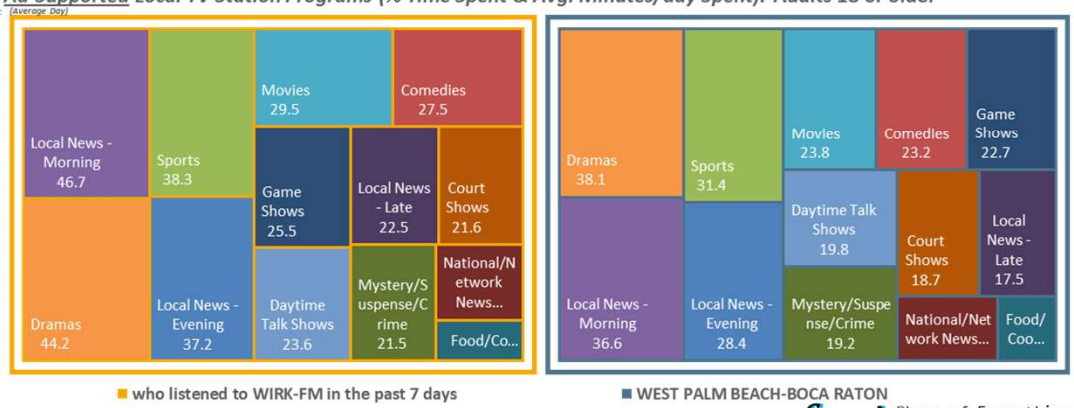
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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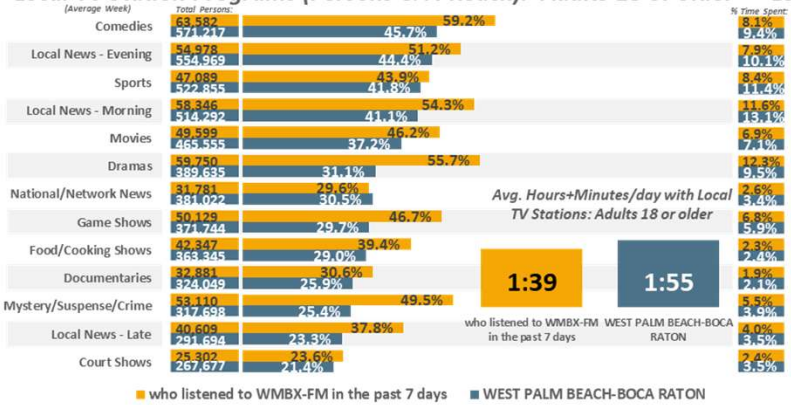
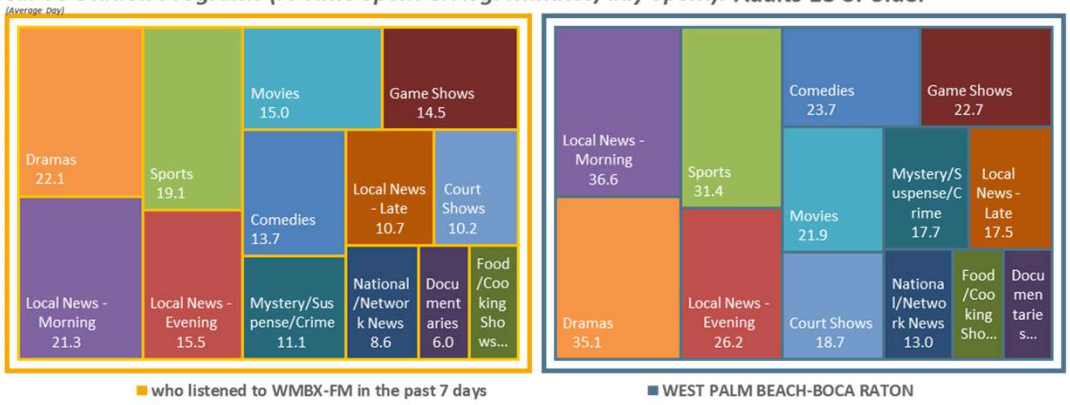
(Radio Stations: WIRK-FM)

106,034 or 63.4% of Adults 18 or older who listened to WMBX-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Dramas, Local News - Morning, Local News - Evening, Mystery/Suspense/Crime, and Game Shows.

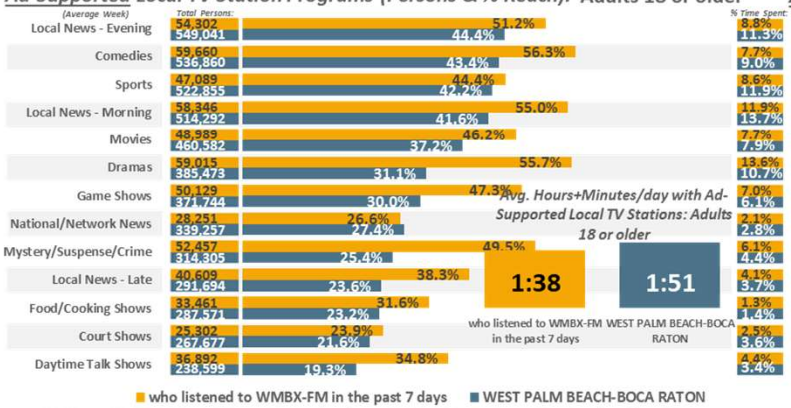
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



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



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



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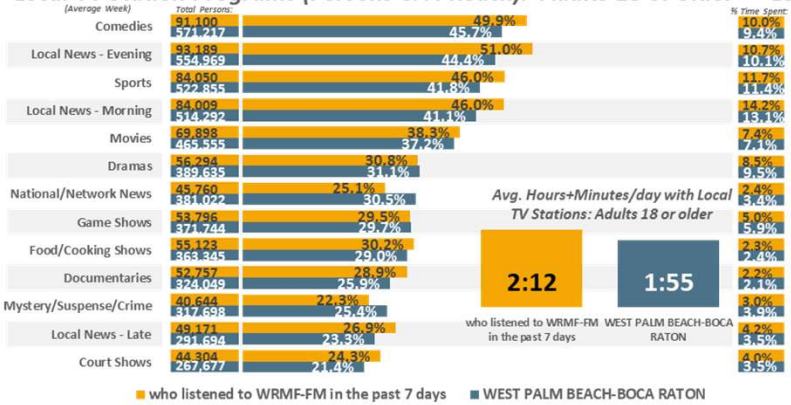
(Radio Stations: WMBX-FM)

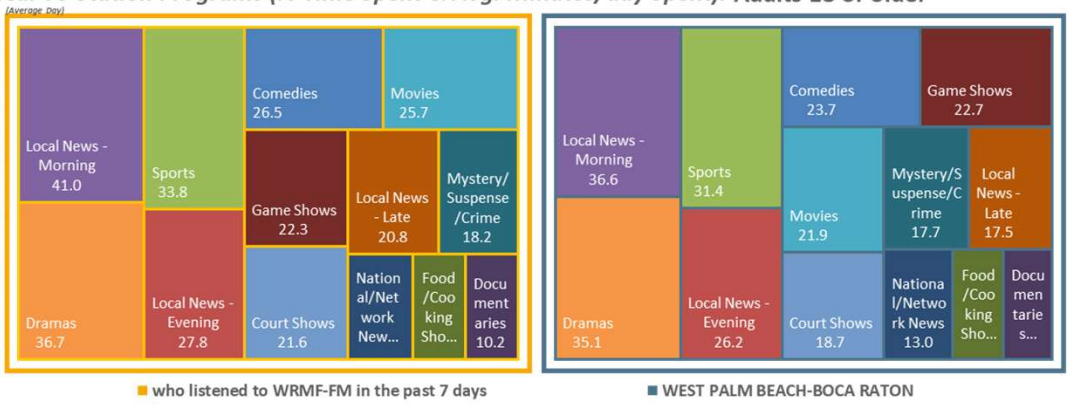
97.9 wrmf
2000's, 10's & today

181,027 or 69.% of Adults 18 or older who listened to WRMF-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Movies, and Dramas.

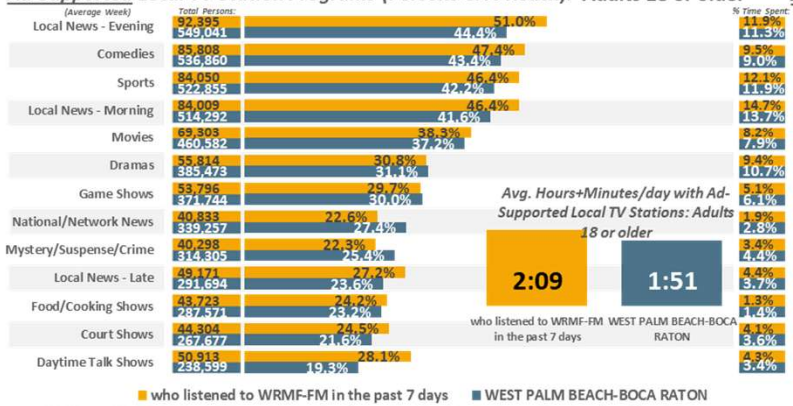
Local TV Station Programs (Persons & % Reach): Adults 18 or older



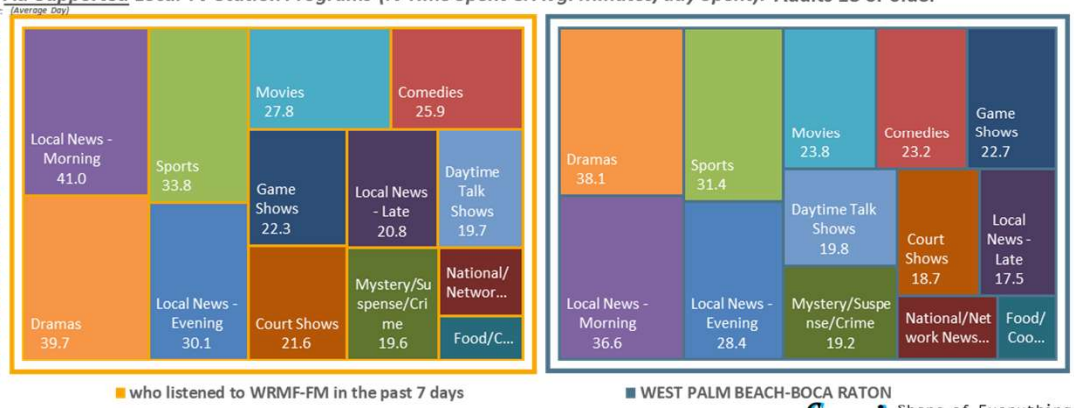
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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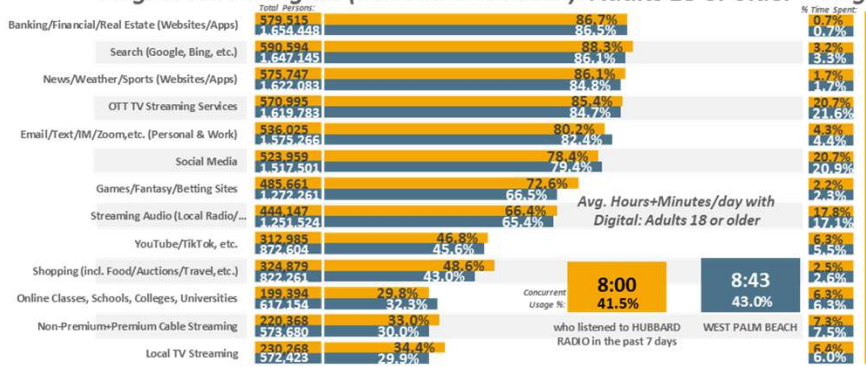
(Radio Stations: WRMF-FM)

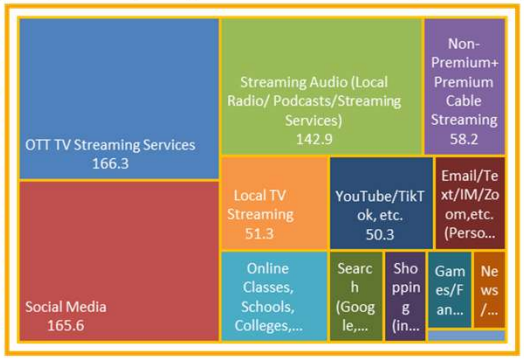
HUBBARD RADIO

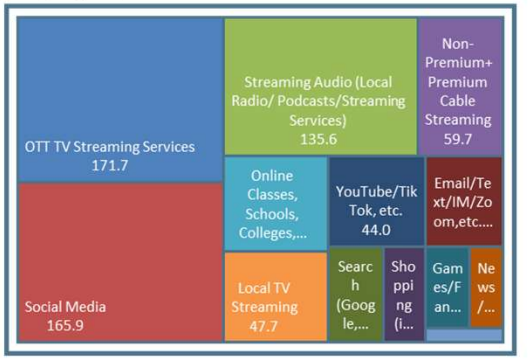
465,817 or 69.7% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days use Ad-Supported Social Media for an average of 147.2 minutes every day representing 24.1% of all time spent daily with Ad-Supported Digital Media.

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

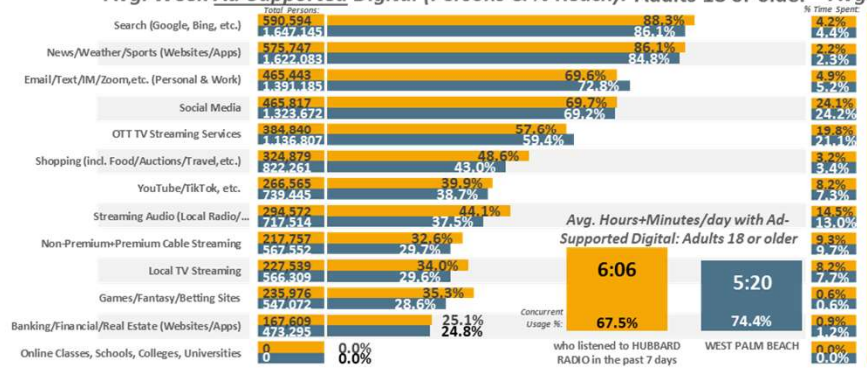


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



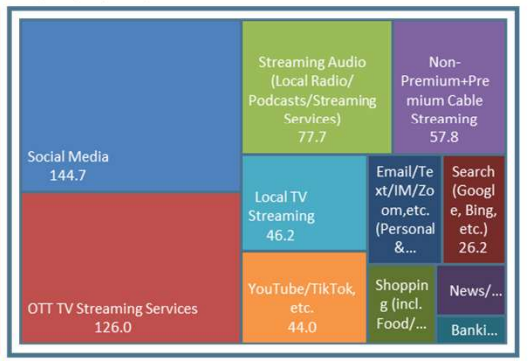


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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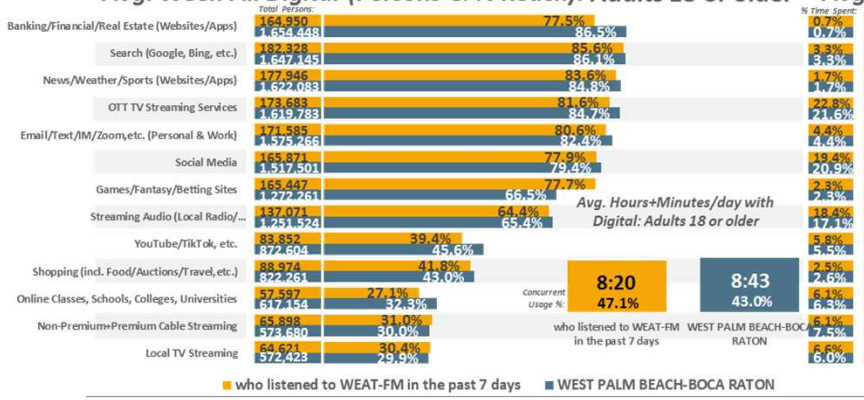
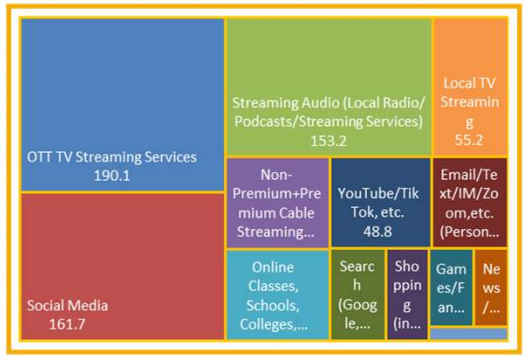
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

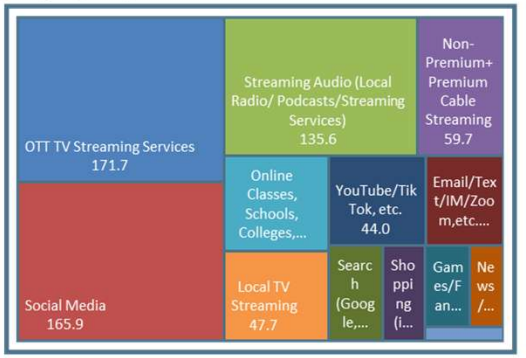
151,341 or 71.1% of Adults 18 or older who listened to WEAT-FM in the past 7 days use Ad-Supported Social Media for an average of 147.5 minutes every day representing 22.8% of all time spent daily with Ad-Supported Digital Media.

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

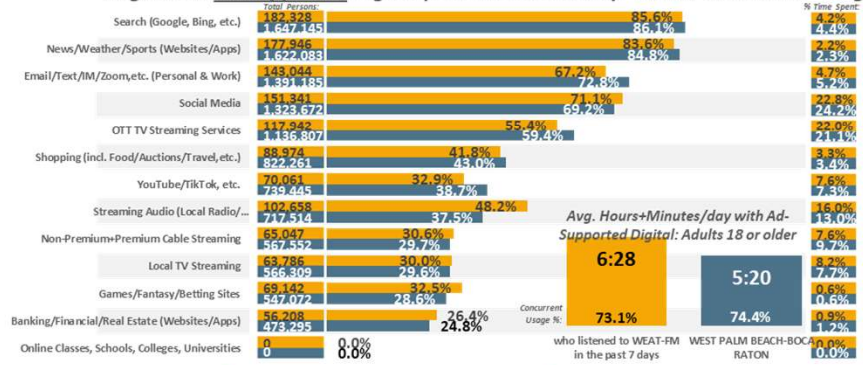


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

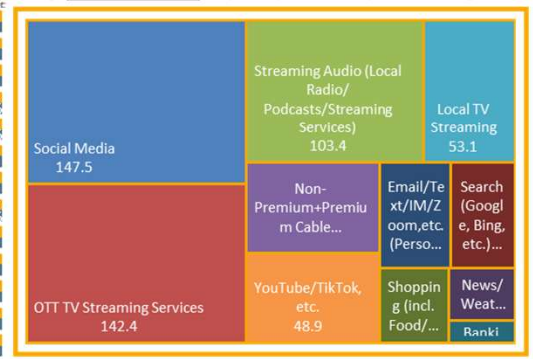


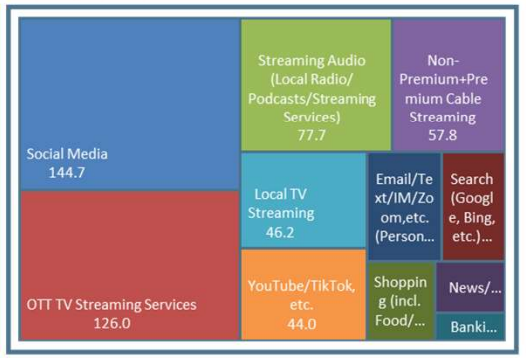


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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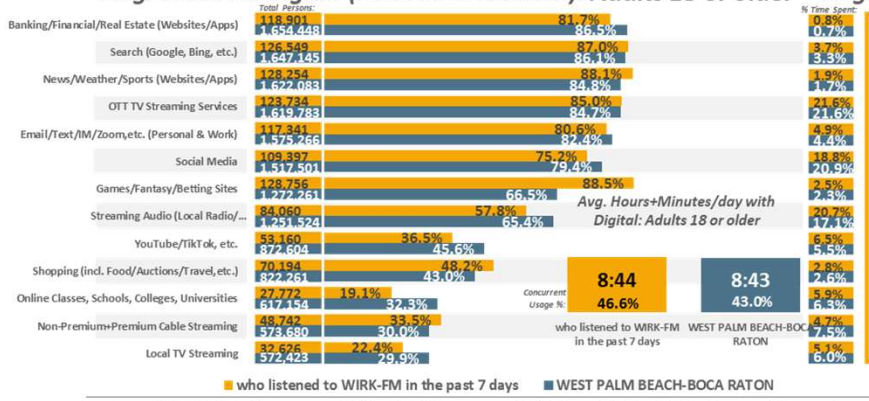
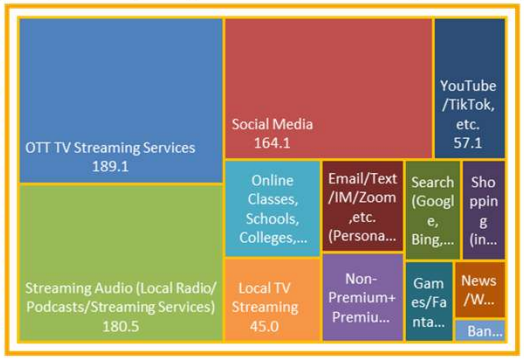
(Radio Stations: WEAT-FM)

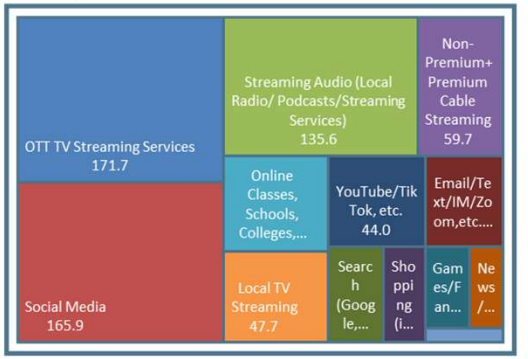
87,027 or 59.8% of Adults 18 or older who listened to WIRK-FM in the past 7 days use Ad-Supported Social Media for an average of 130.6 minutes every day representing 20.% of all time spent daily with Ad-Supported Digital Media.

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

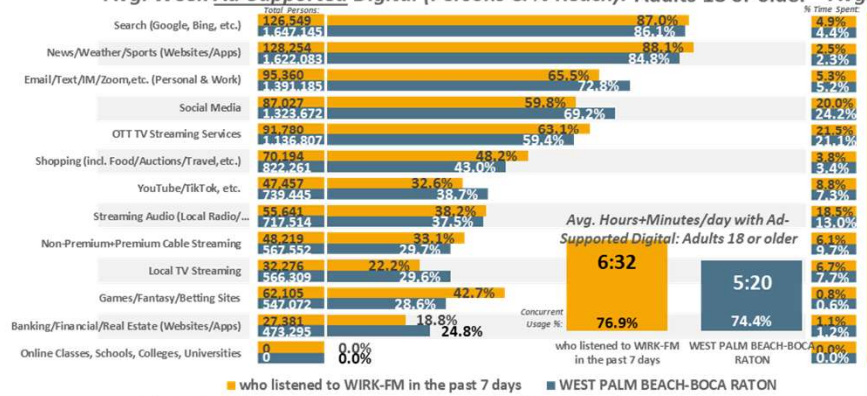


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

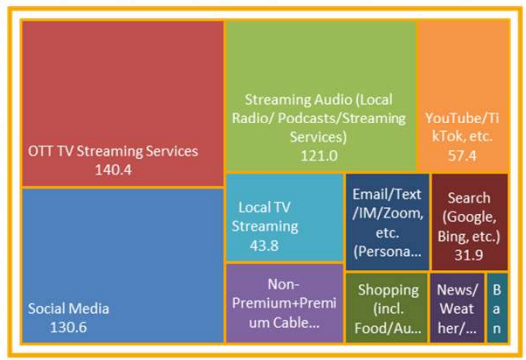


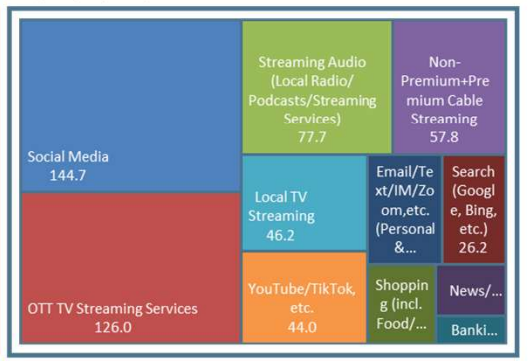


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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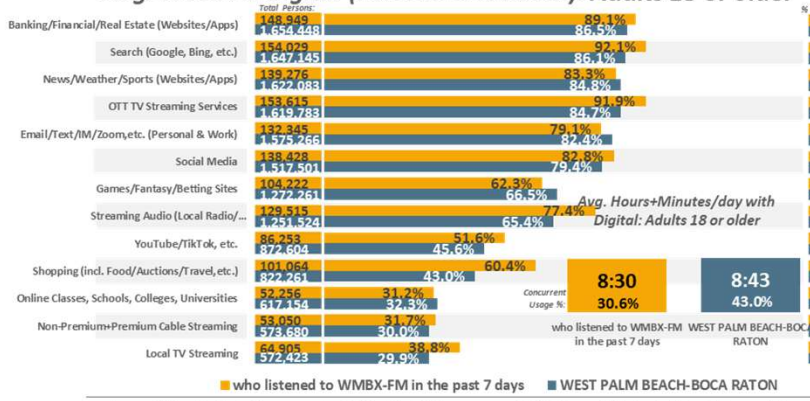
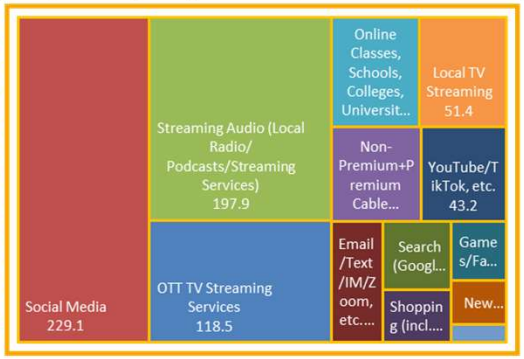
(Radio Stations: WIRK-FM)

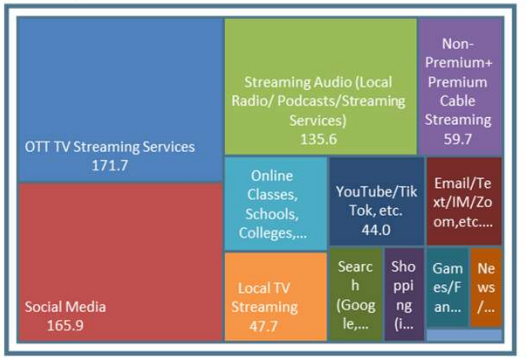
127,818 or 76.4% of Adults 18 or older who listened to WMBX-FM in the past 7 days use Ad-Supported Social Media for an average of 211.6 minutes every day representing 32.% of all time spent daily with Ad-Supported Digital Media.

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

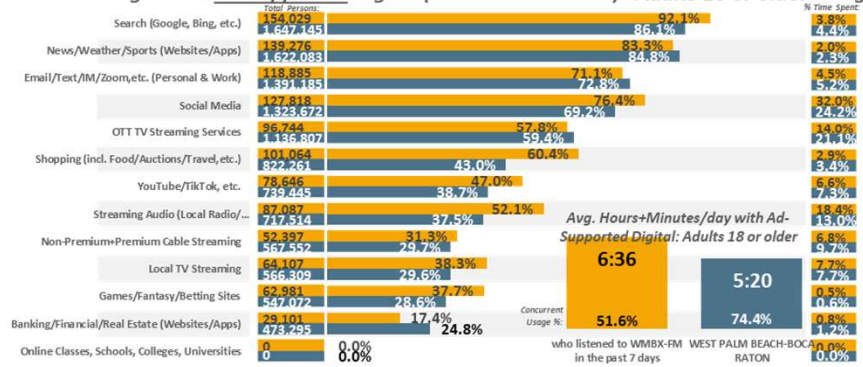


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

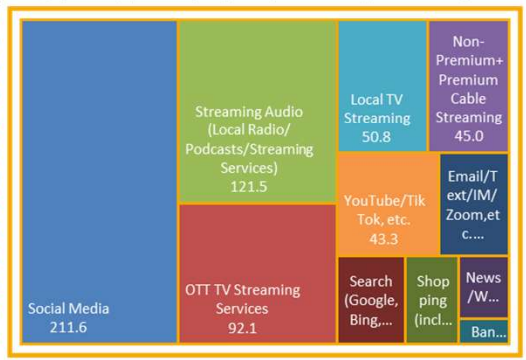


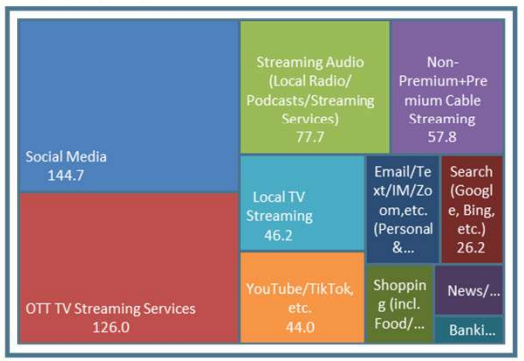


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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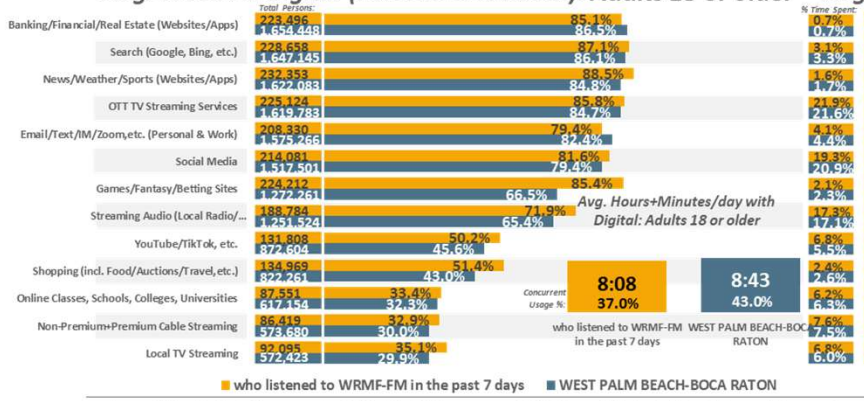
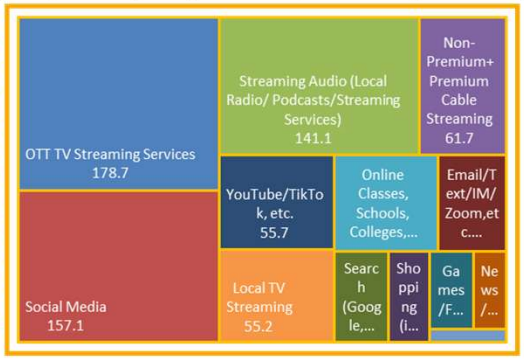
(Radio Stations: WMBX-FM)

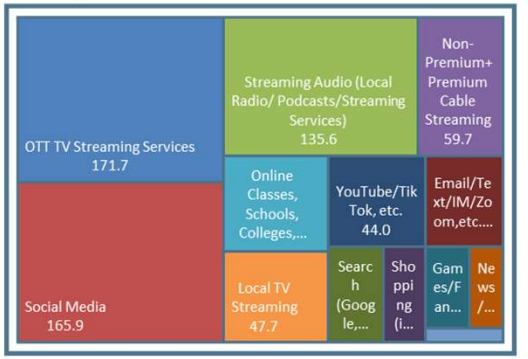
197,293 or 75.2% of Adults 18 or older who listened to WRMF-FM in the past 7 days use Ad-Supported Social Media for an average of 144.8 minutes every day representing 23.8% of all time spent daily with Ad-Supported Digital Media.

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

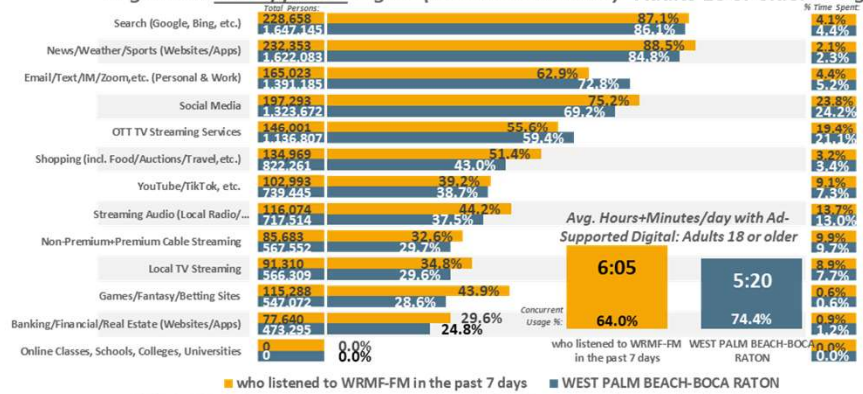


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

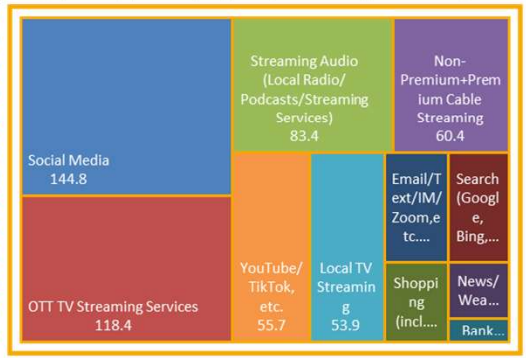


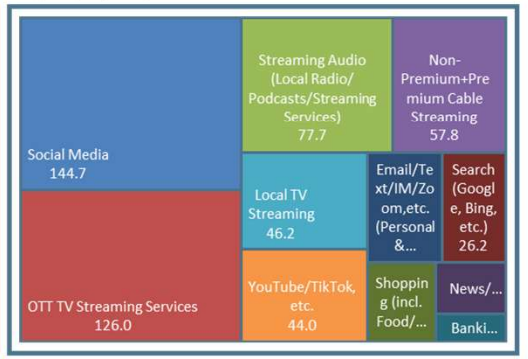


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 319

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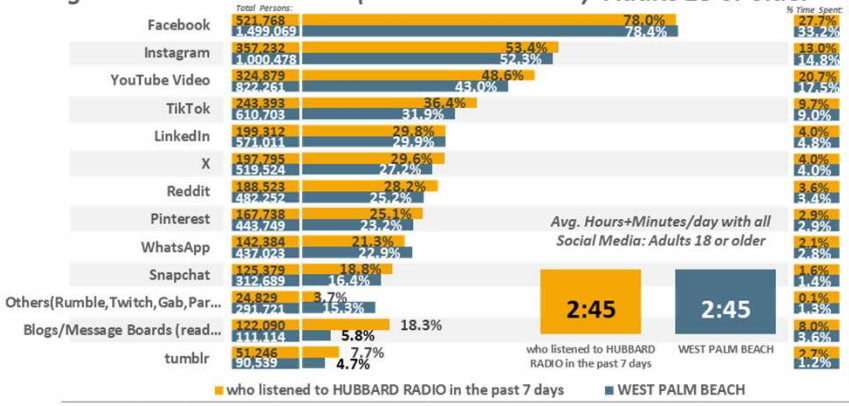
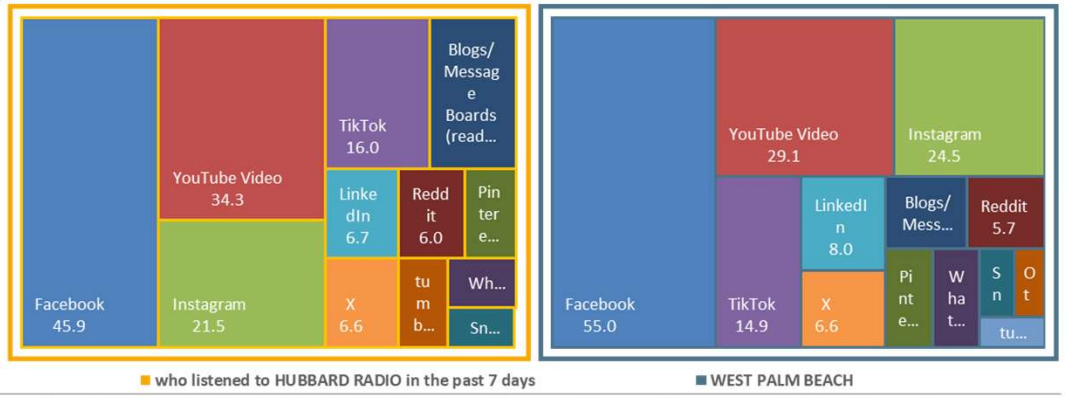
(Radio Stations: WRMF-FM)

465,817 or 69.7% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days use Ad-Supported Facebook for an average of 40. minutes every day representing 27.1% of all time spent daily with Ad-Supported Social Media.

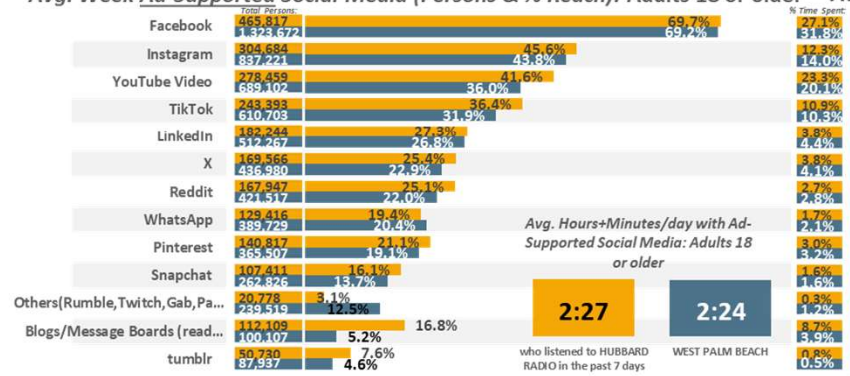
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



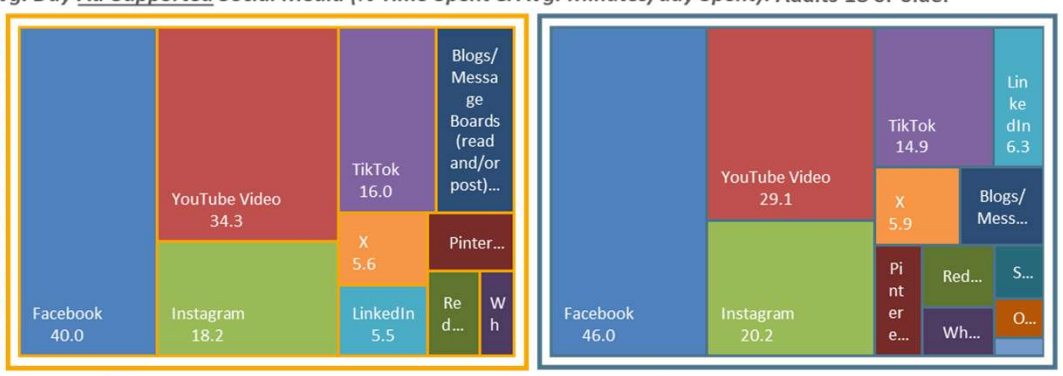
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Aug24-Jun25 Qual Intab 886

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

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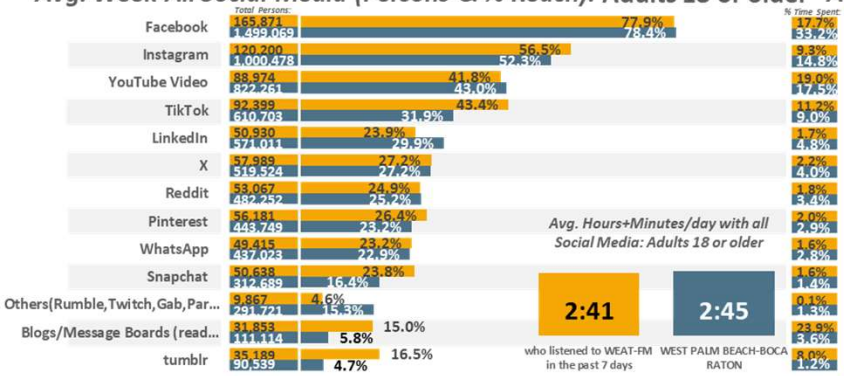
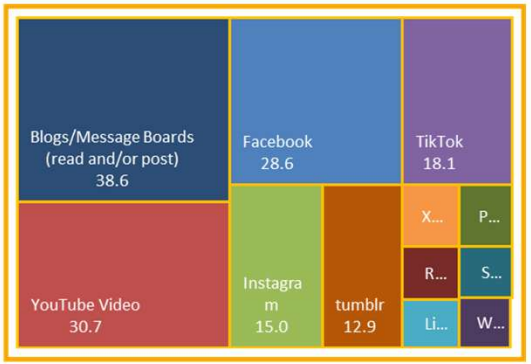
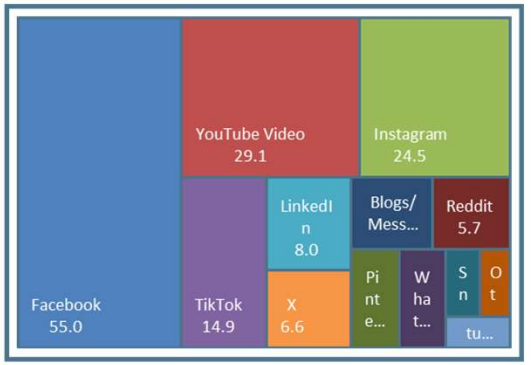
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



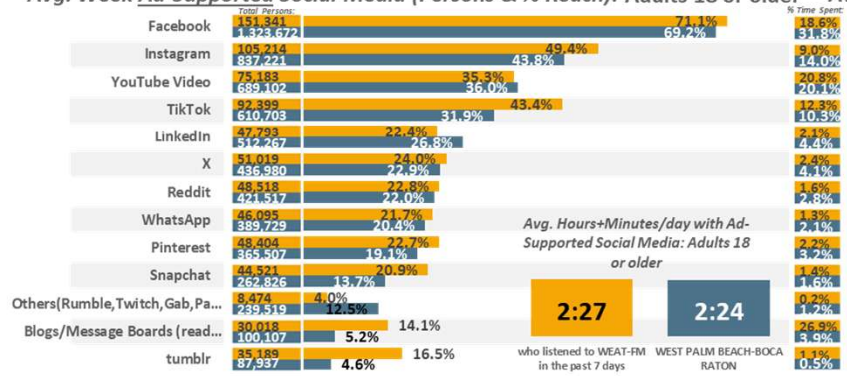
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



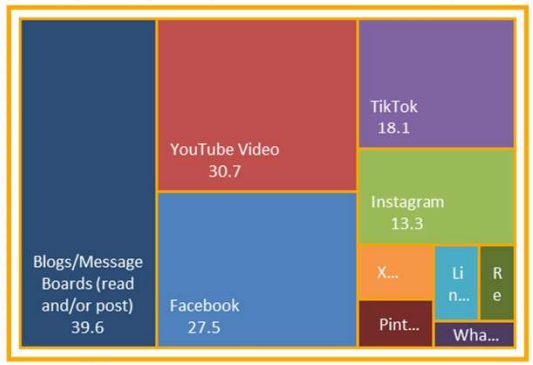


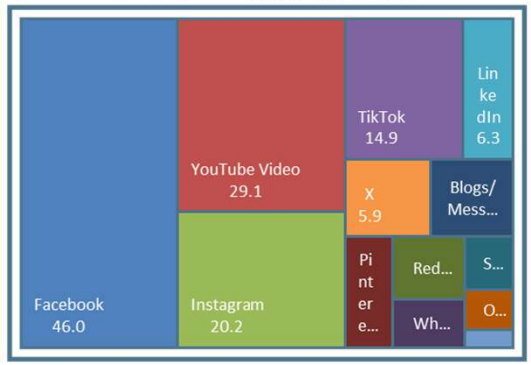
who listened to WEAT-FM in the past 7 days WEST PALM BEACH-BOCA RATON

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





who listened to WEAT-FM in the past 7 days WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 256

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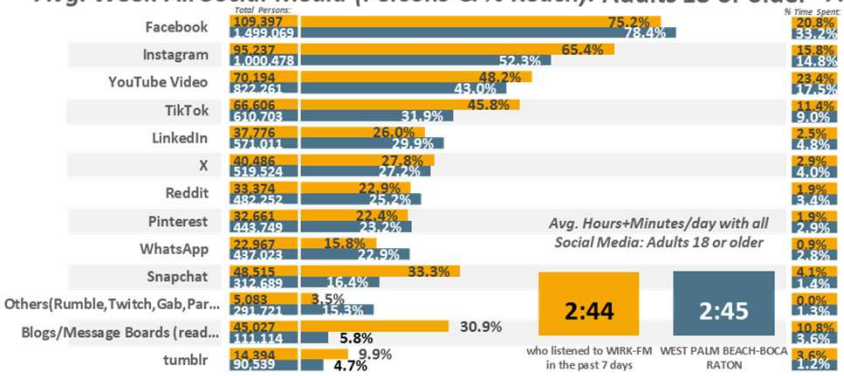
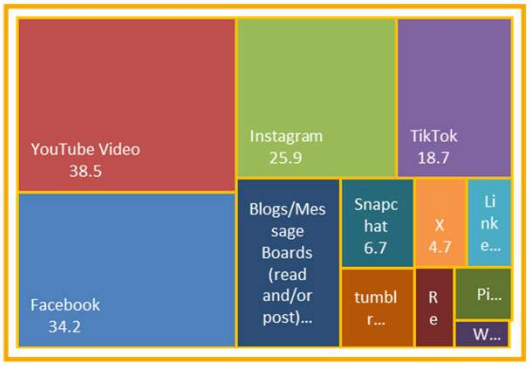
(Radio Stations: WEAT-FM)

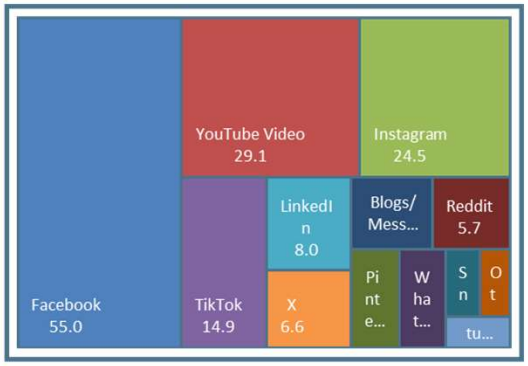
64,491 or 44.3% of Adults 18 or older who listened to WIRK-FM in the past 7 days use Ad-Supported YouTube Video for an average of 38.7 minutes every day representing 29.6% of all time spent daily with Ad-Supported Social Media.

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



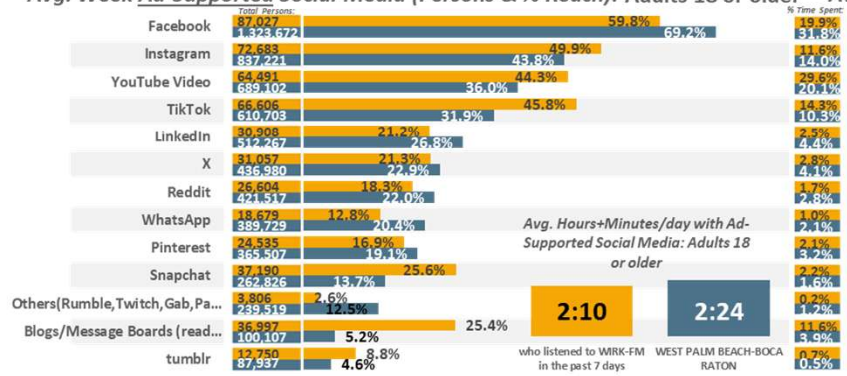
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



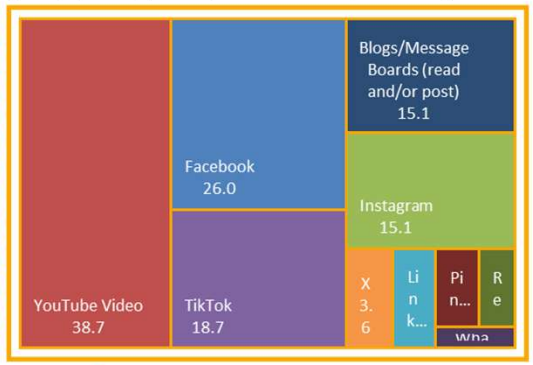


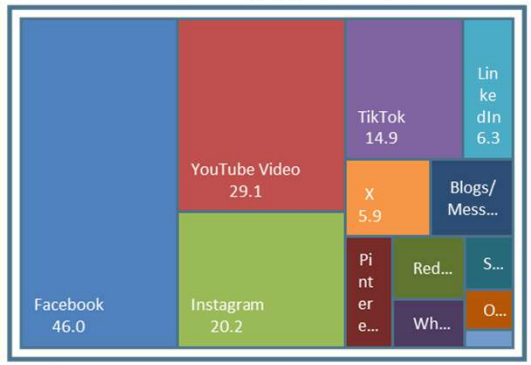
who listened to WIRK-FM in the past 7 days | WEST PALM BEACH-BOCA RATON

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





who listened to WIRK-FM in the past 7 days | WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 189

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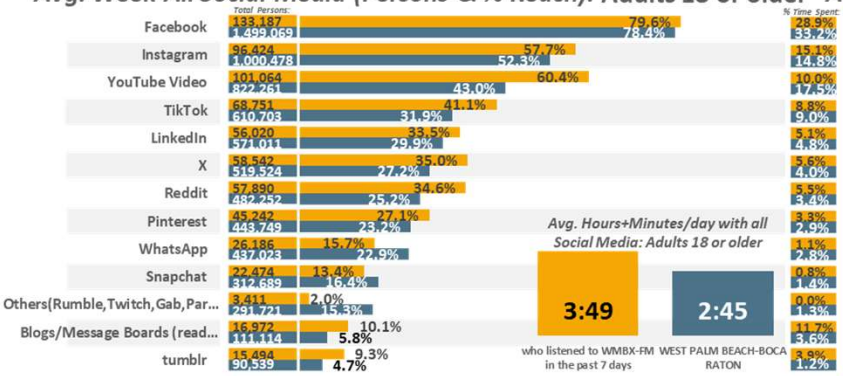
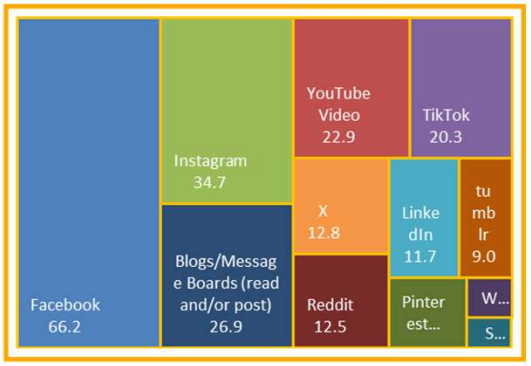
(Radio Stations: WIRK-FM)

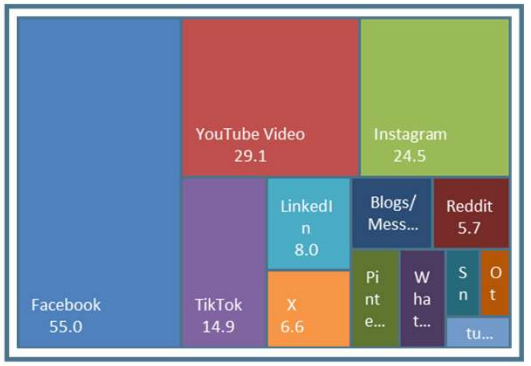
127,818 or 76.4% of Adults 18 or older who listened to WMBX-FM in the past 7 days use Ad-Supported Facebook for an average of 66.5 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.

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

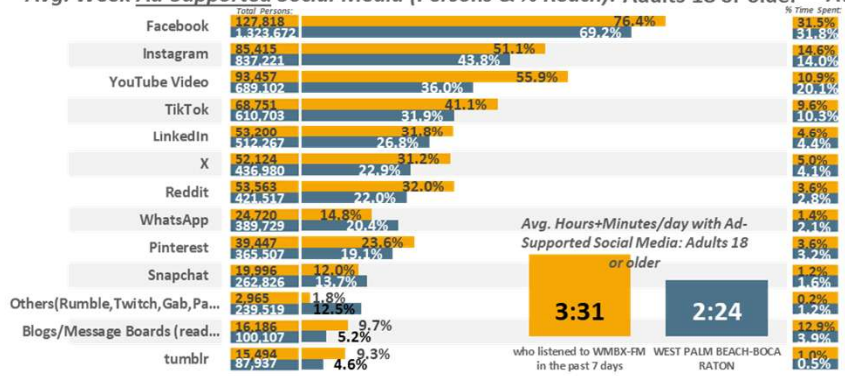


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

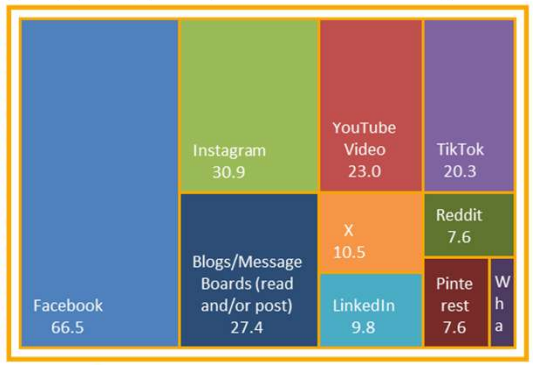


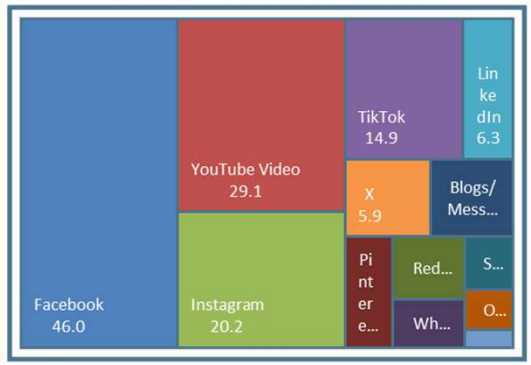


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 209

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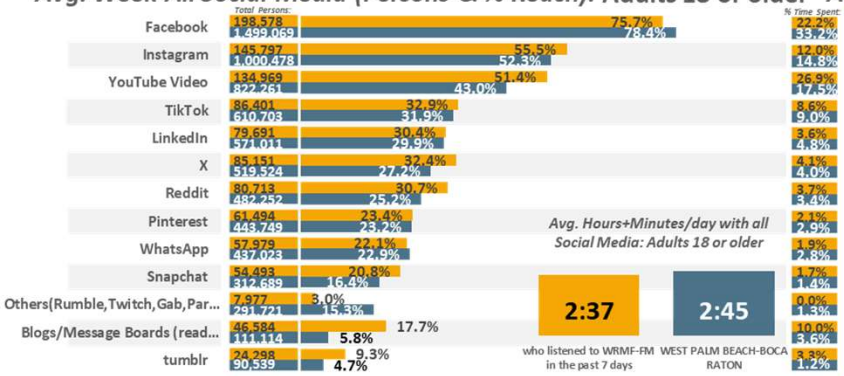
(Radio Stations: WMBX-FM)

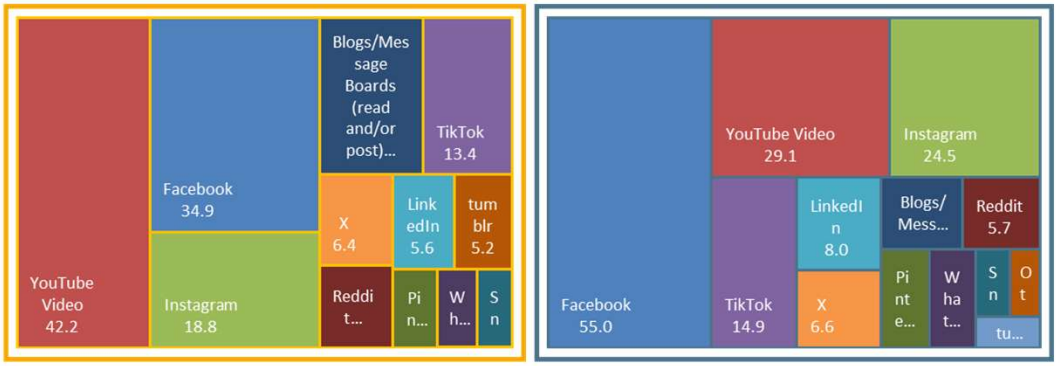
97.9 wrmf
2000's, 10's & today

106,154 or 40.4% of Adults 18 or older who listened to WRMF-FM in the past 7 days use Ad-Supported YouTube Video for an average of 42.2 minutes every day representing 29.2% of all time spent daily with Ad-Supported Social Media.

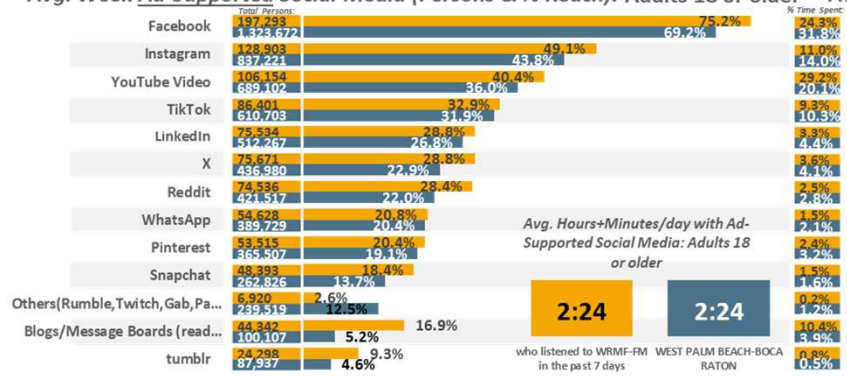
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



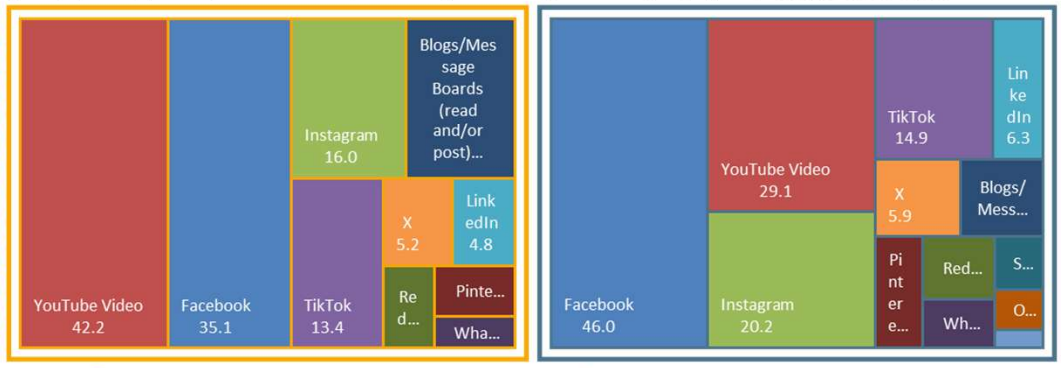
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 319

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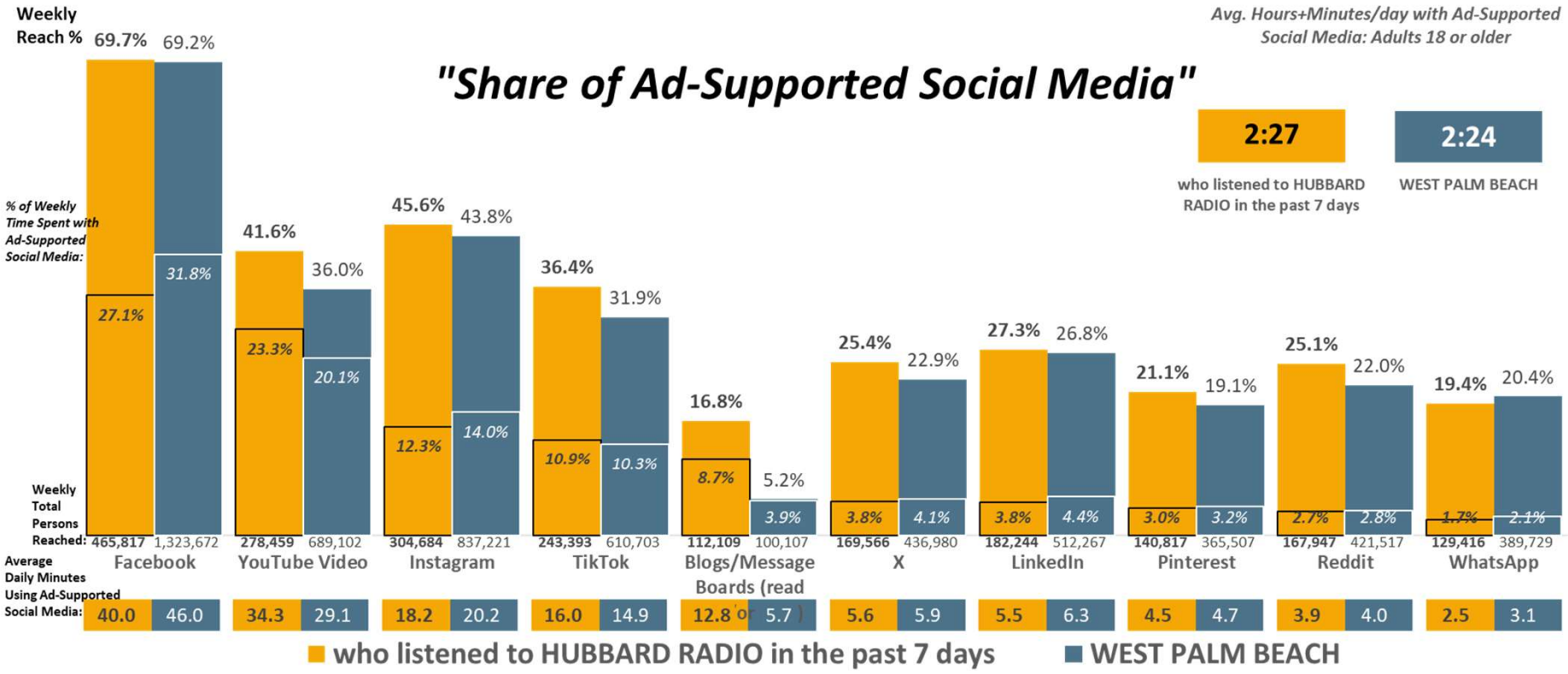

WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 886 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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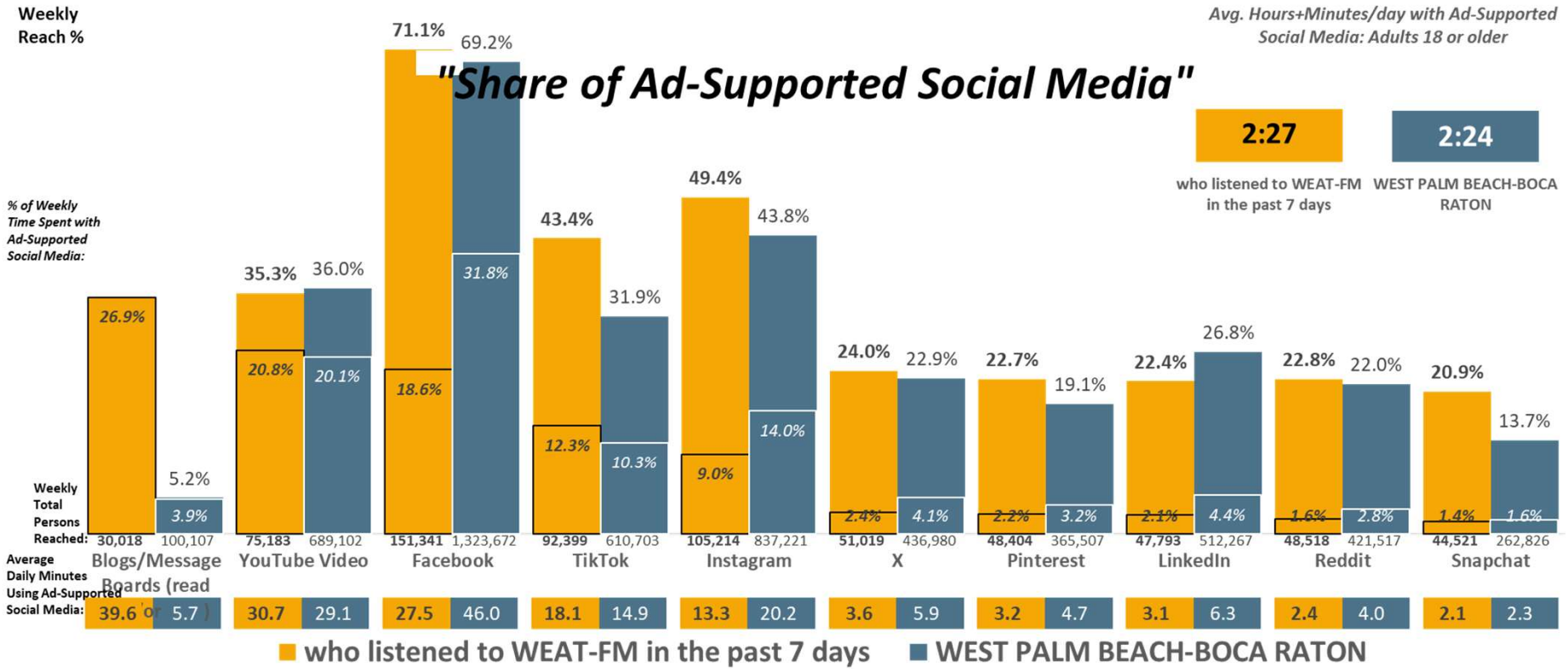

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 256WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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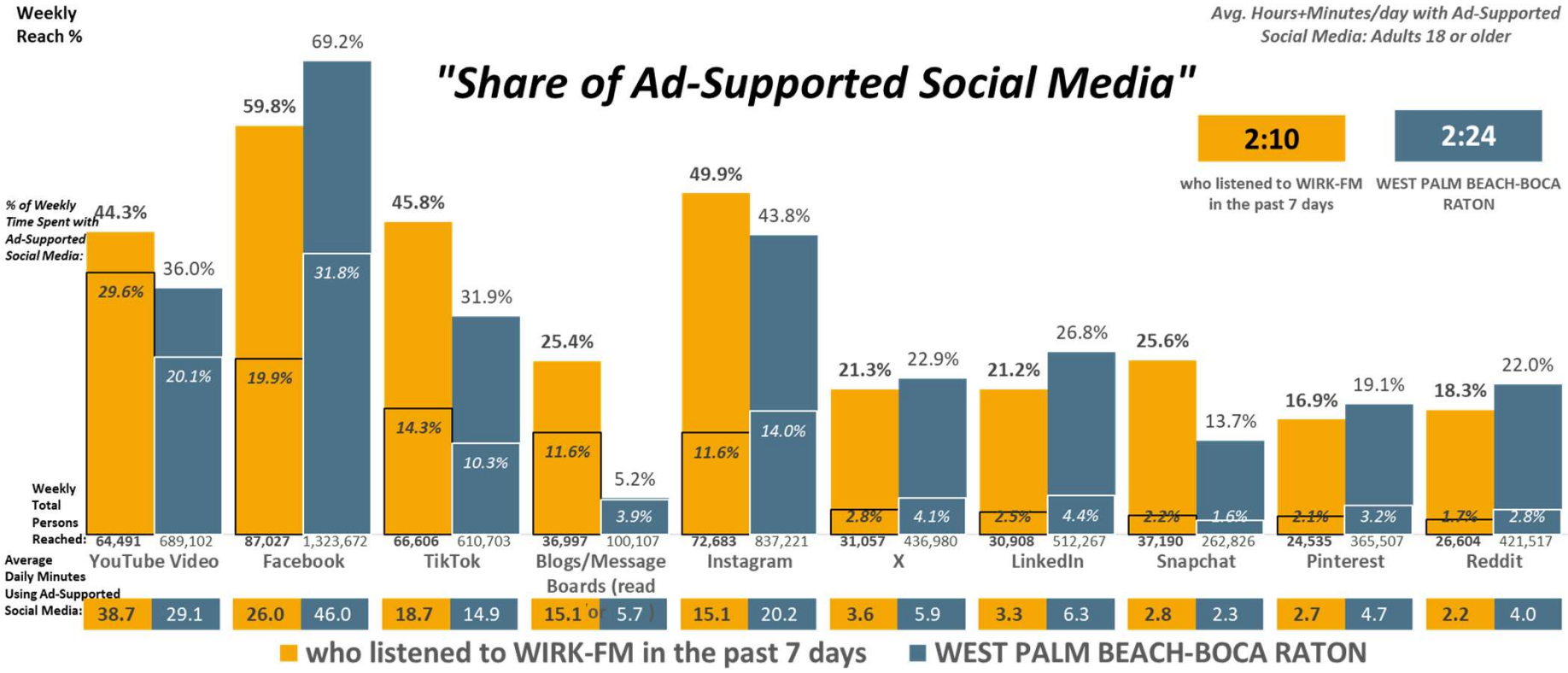

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 189 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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(Radio Stations: WIRK-FM)

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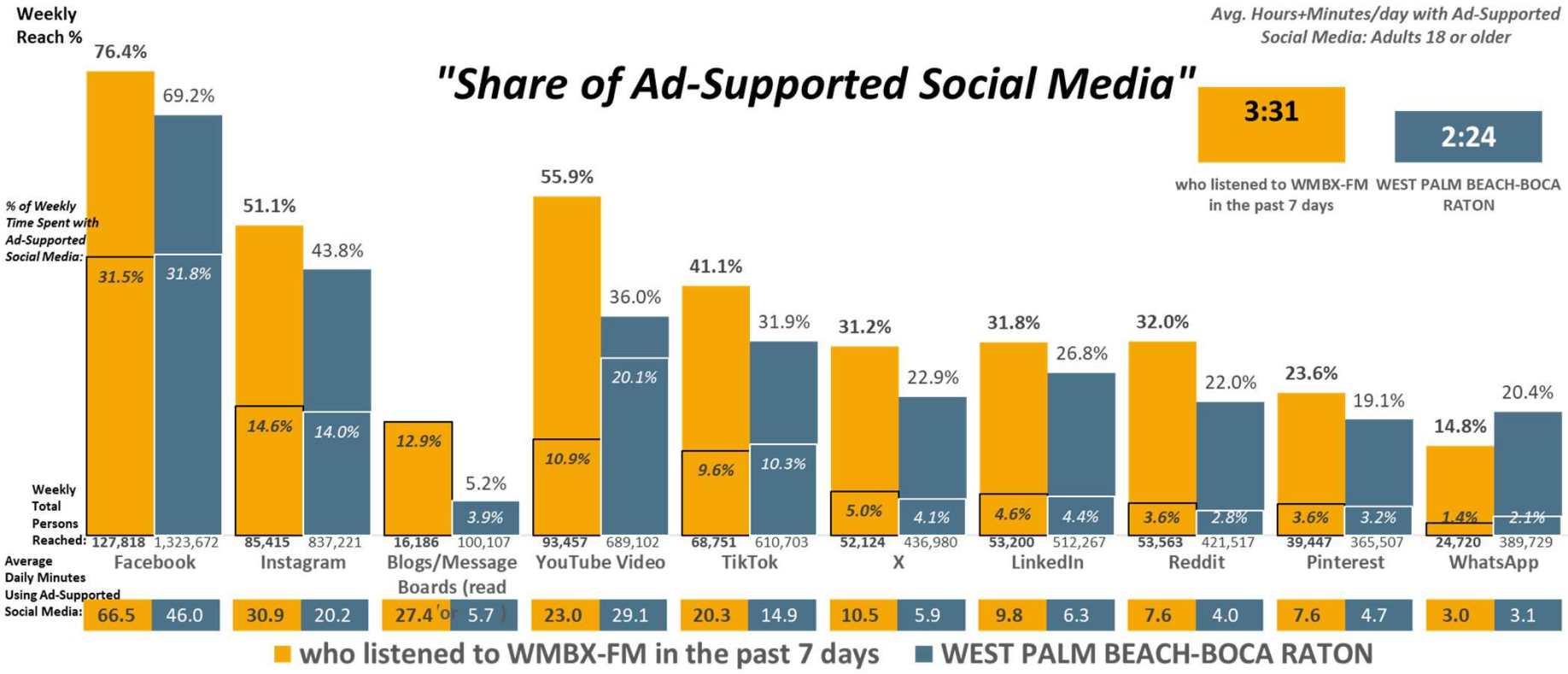

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 209 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

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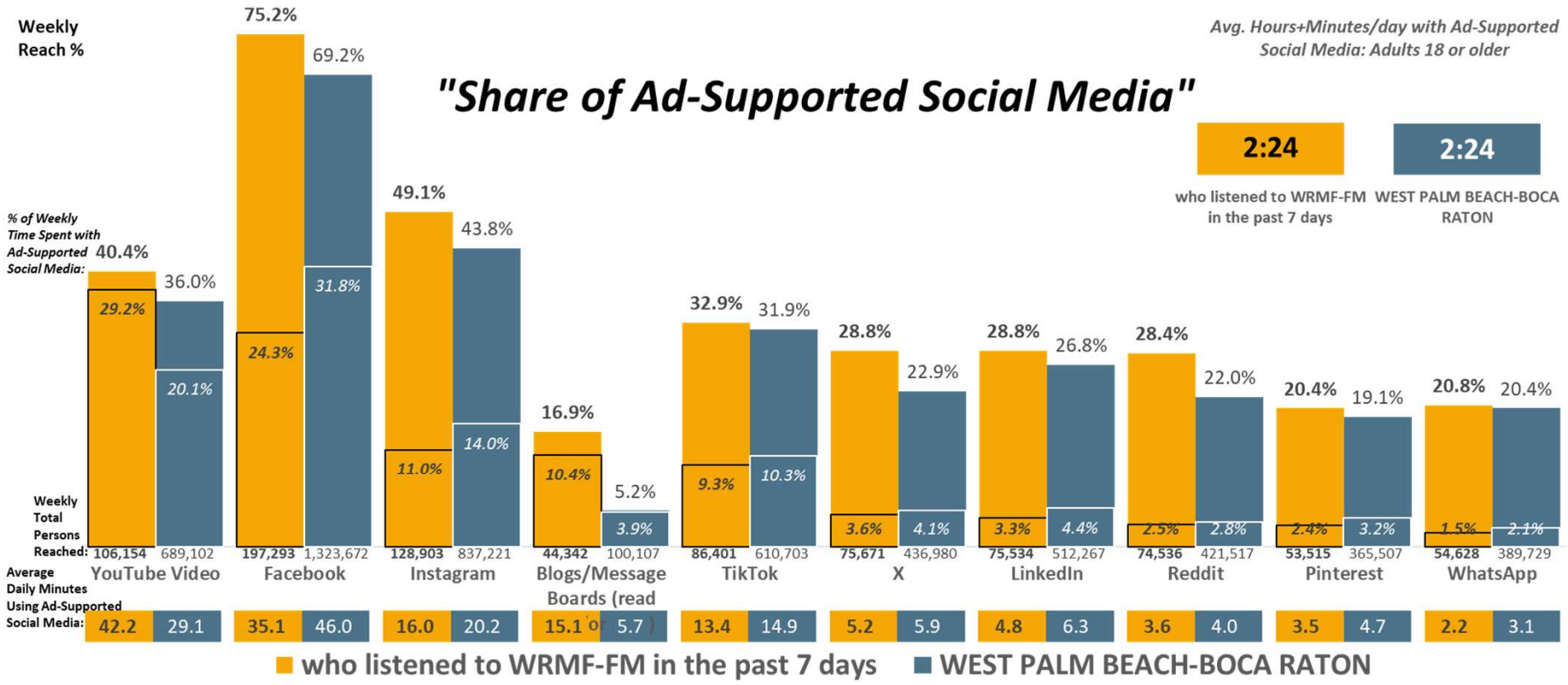

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 319 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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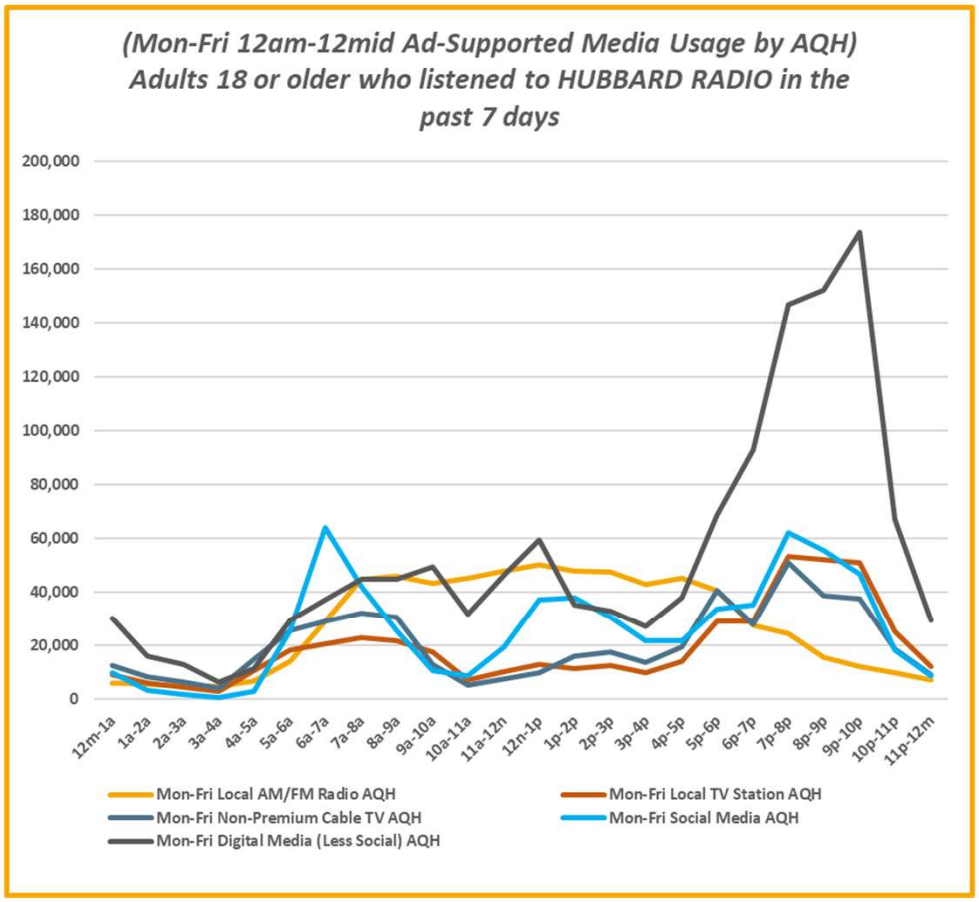
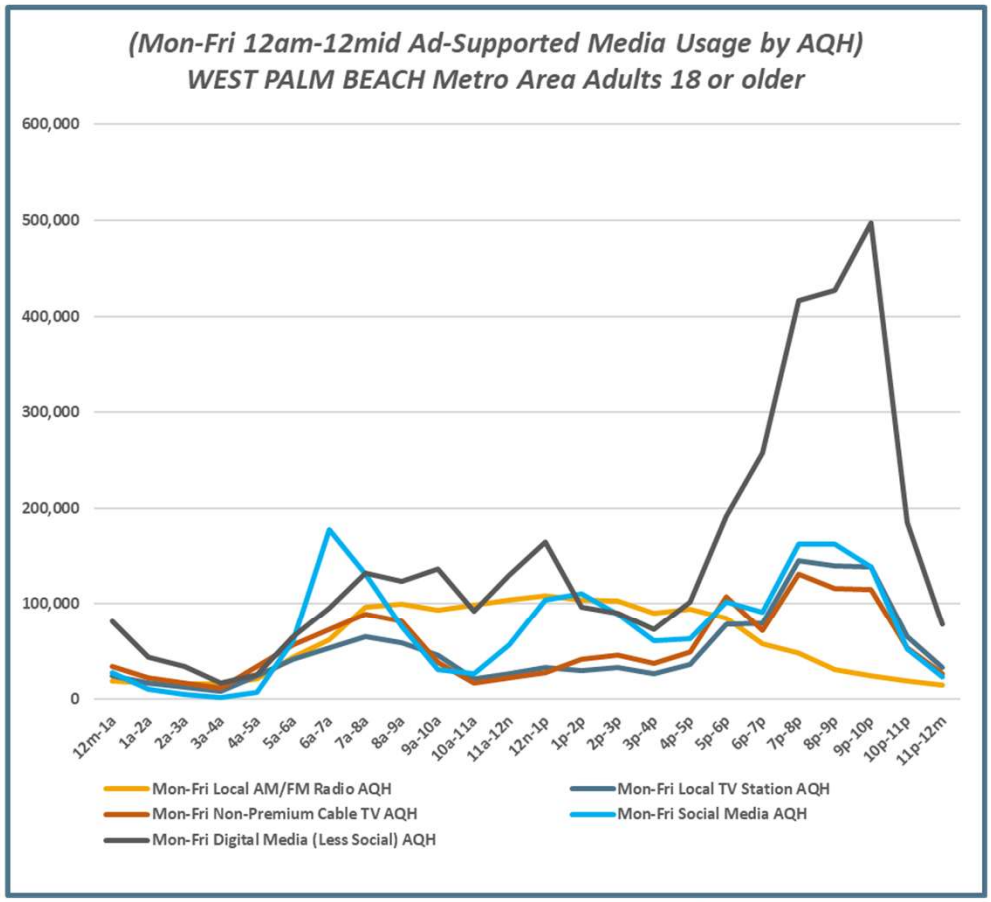
(Radio Stations: WRMF-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 46,788; Local Radio: 42,939; Social Media: 29,926; Non-Prem. Cable: 20,160; Local TV: 16,841 reaching Adults 18 or older who listened to HUBBARD RADIO in the past 7 days.





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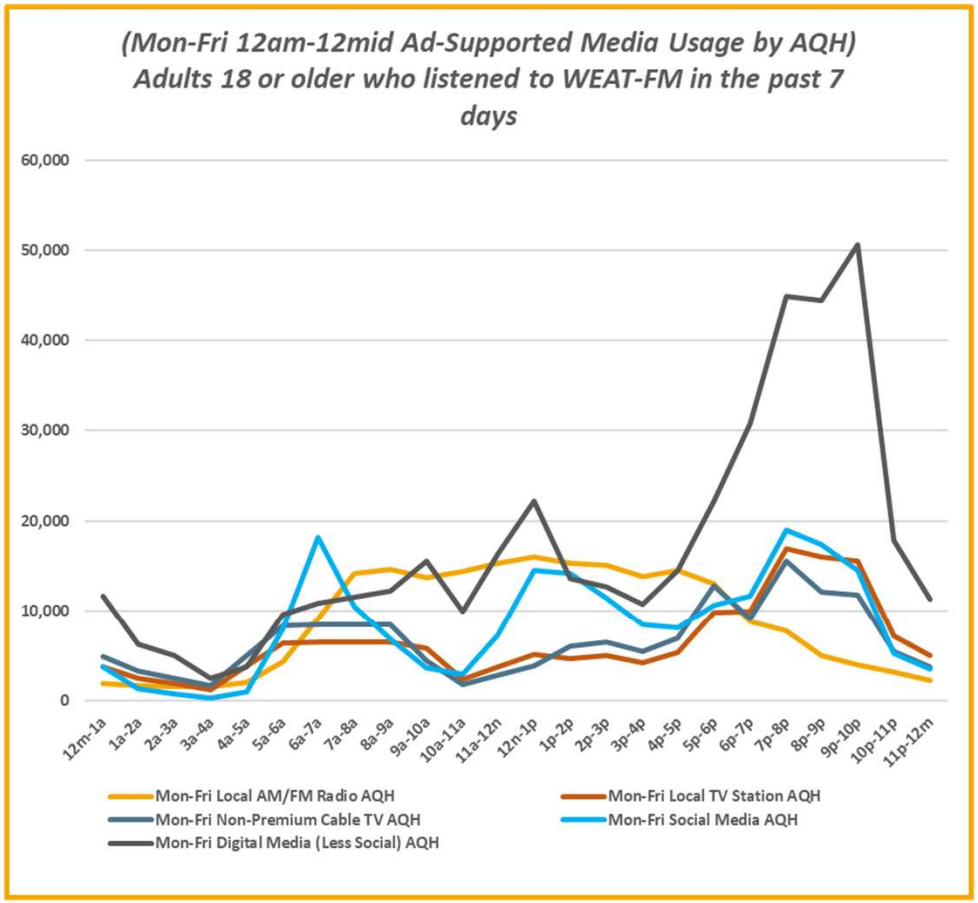
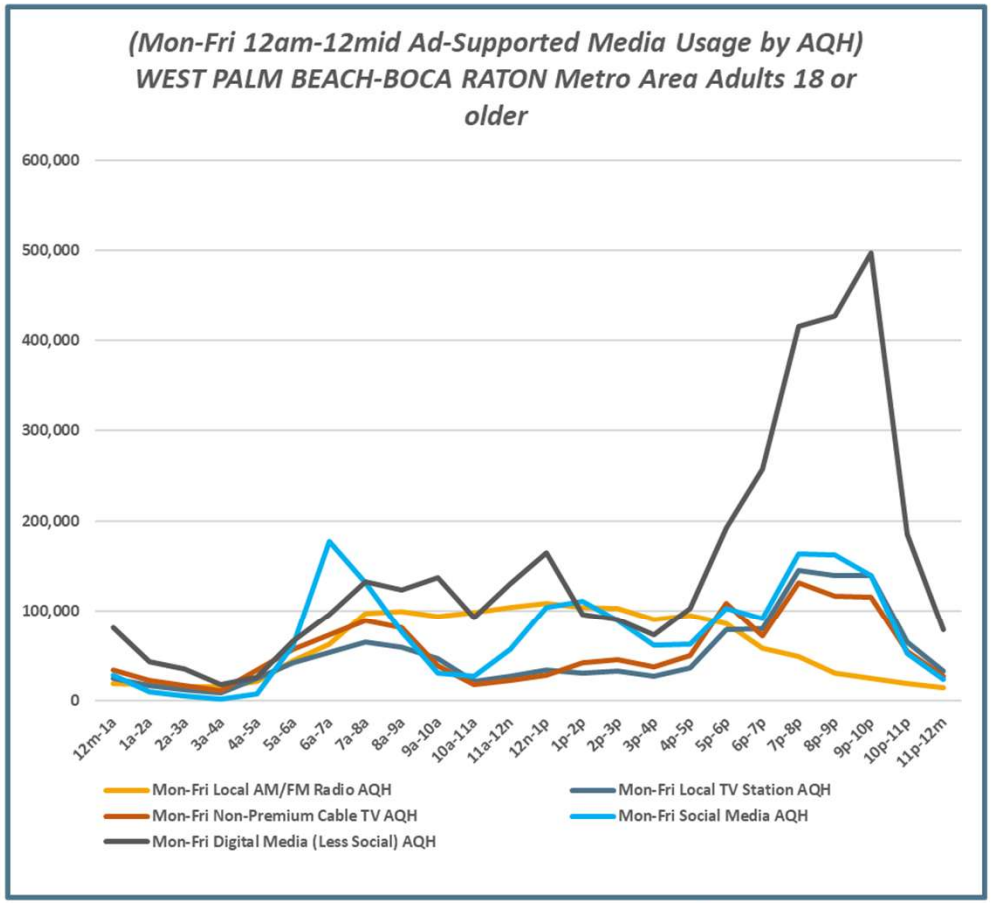
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,640; Local Radio: 13,690; Social Media: 9,873; Non-Prem. Cable: 6,528; Local TV: 5,785 reaching Adults 18 or older who listened to WEAT-FM in the past 7 days.





WEST PALM BEACH-BOCA RATON DMA

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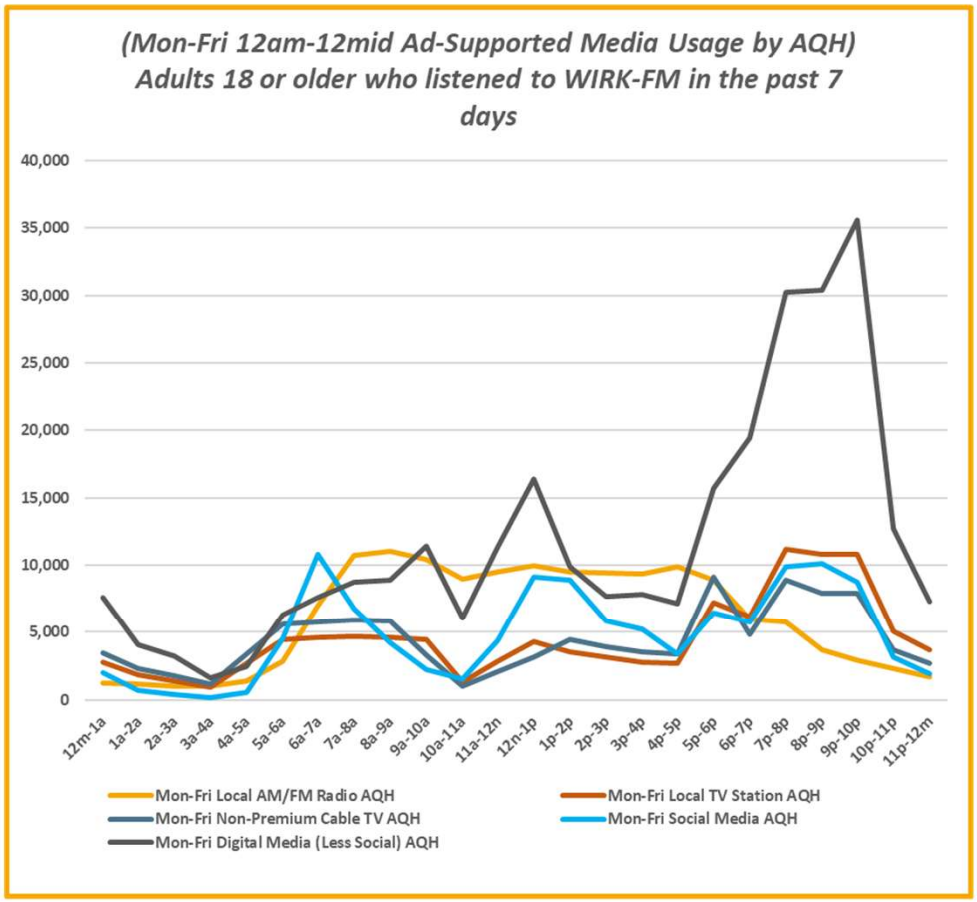
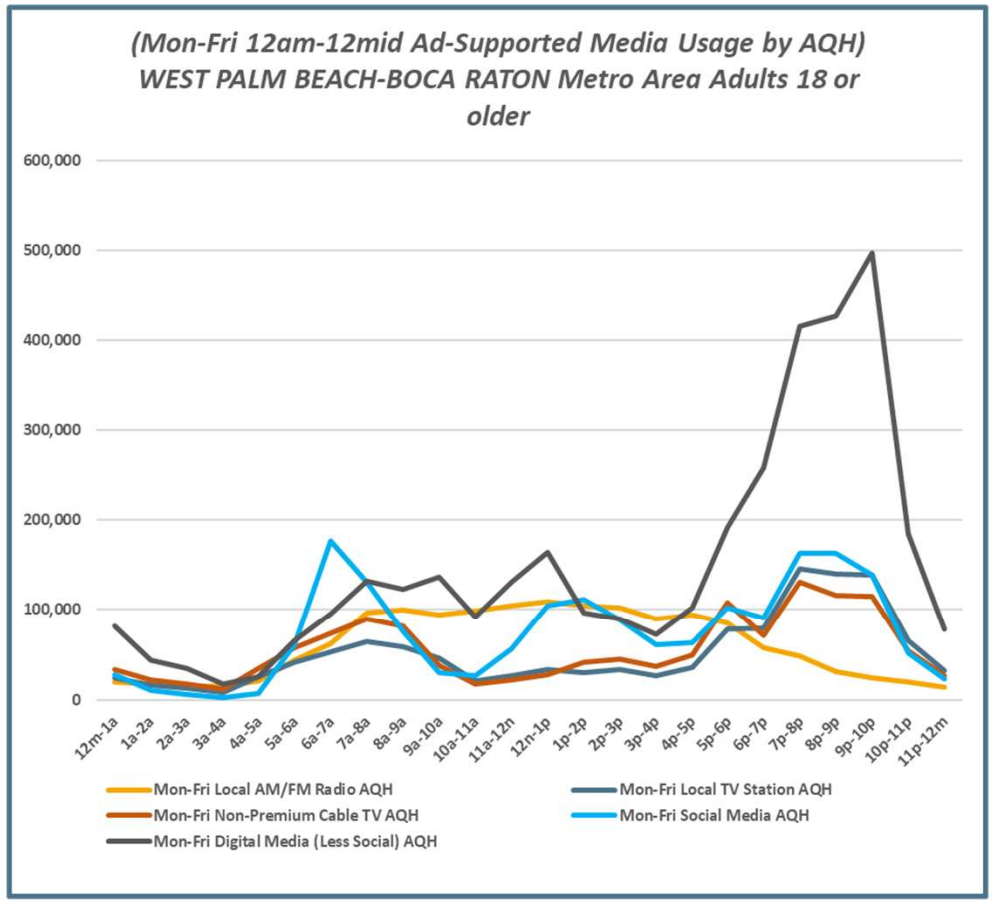
(Radio Stations: WEAT-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,607; Local Radio: 9,279; Social Media: 5,728; Non-Prem. Cable: 4,312; Local TV: 4,022 reaching Adults 18 or older who listened to WIRK-FM in the past 7 days.





WEST PALM BEACH-BOCA RATON DMA

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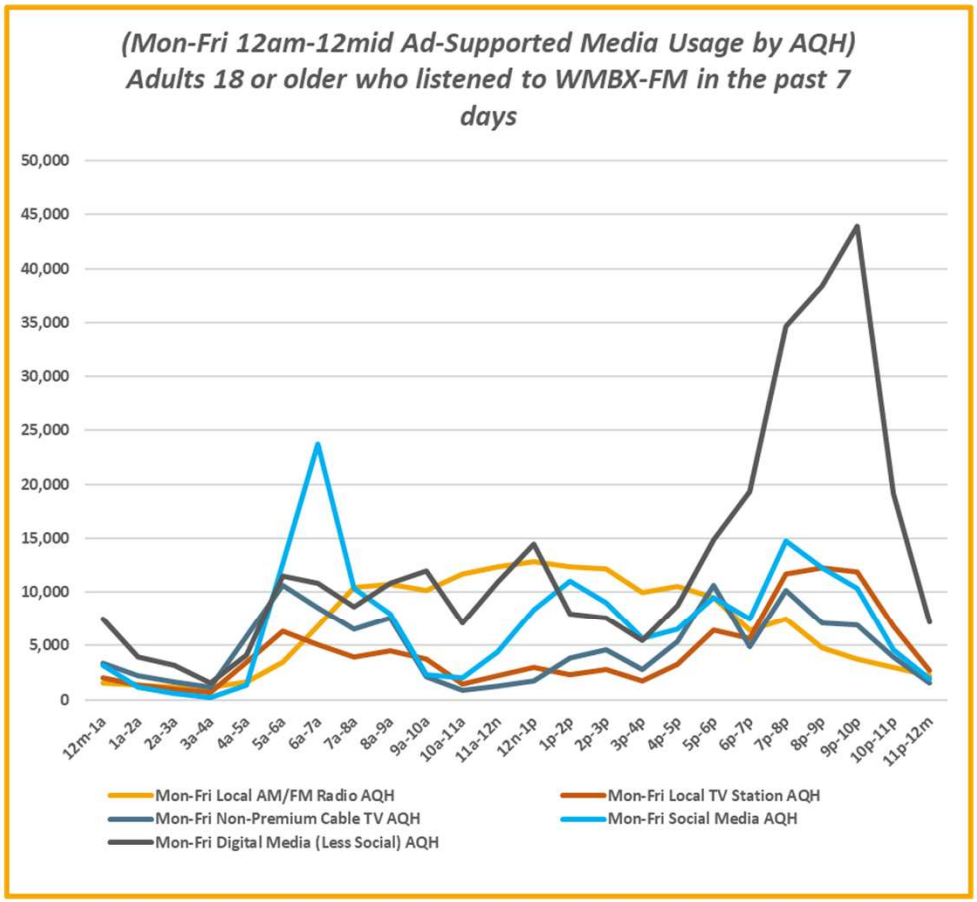
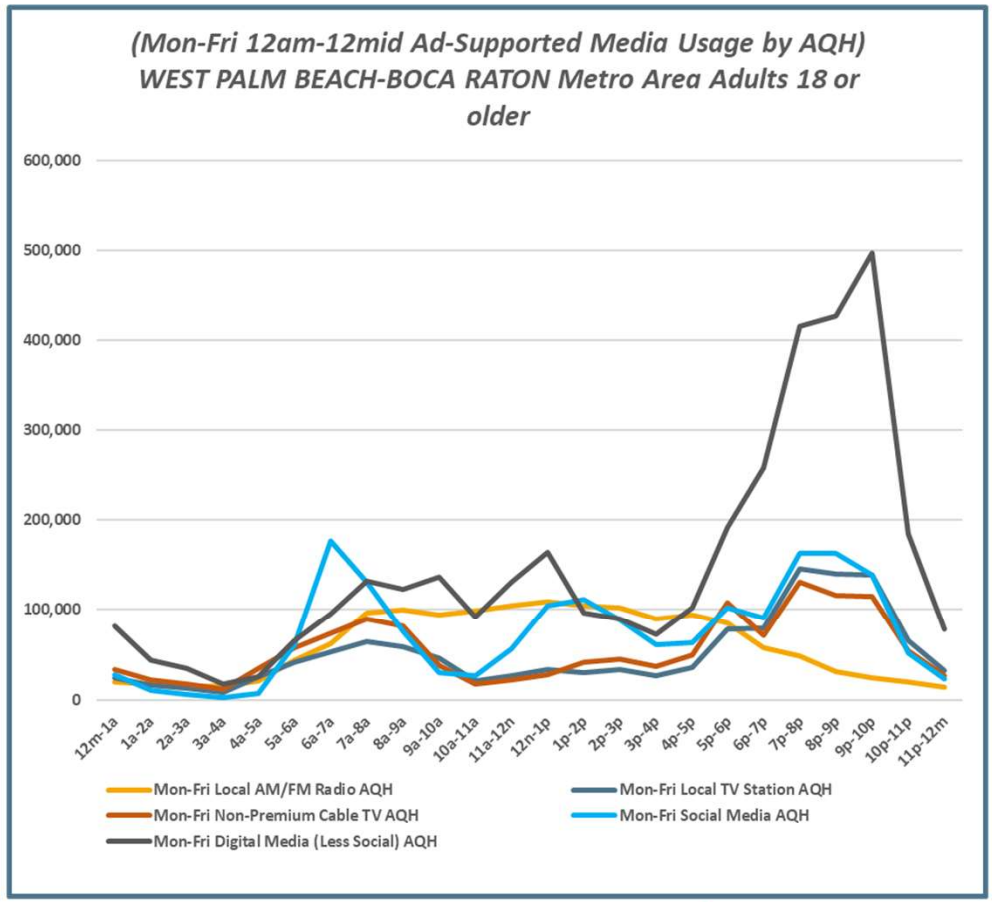
(Radio Stations: WIRK-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,658; Local Radio: 10,449; Social Media: 8,329; Non-Prem. Cable: 4,683; Local TV: 3,527 reaching Adults 18 or older who listened to WMBX-FM in the past 7 days.





WEST PALM BEACH-BOCA RATON DMA

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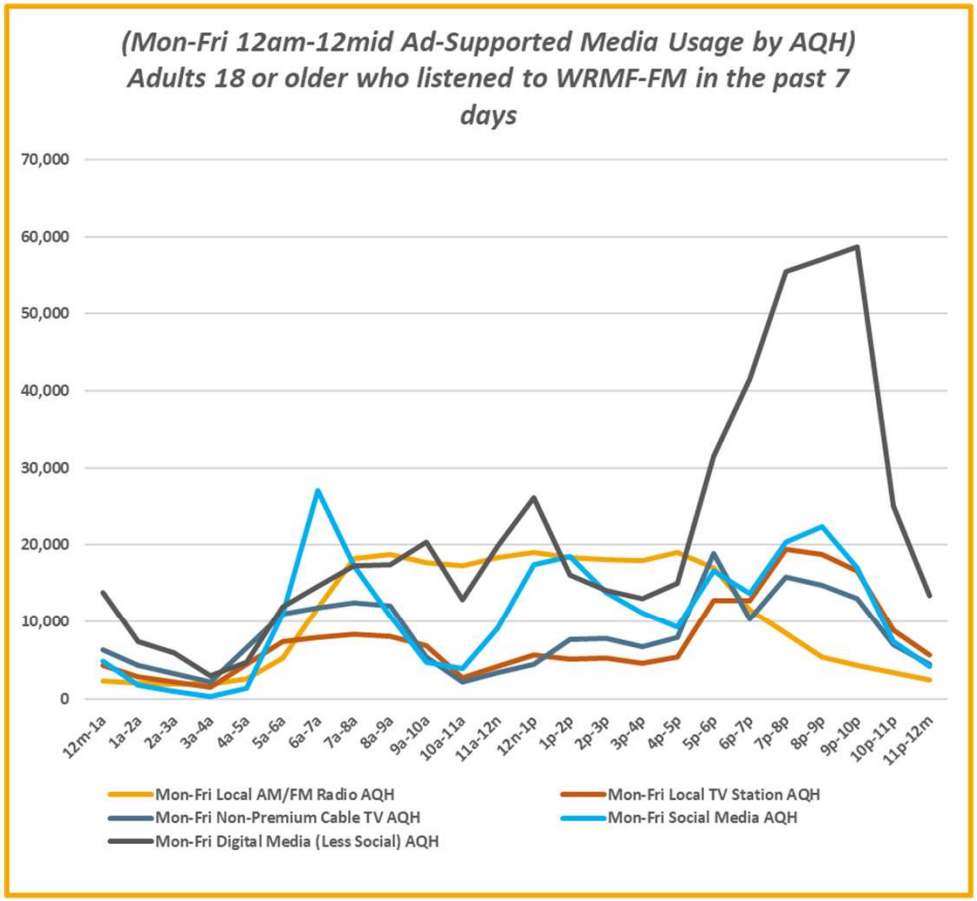
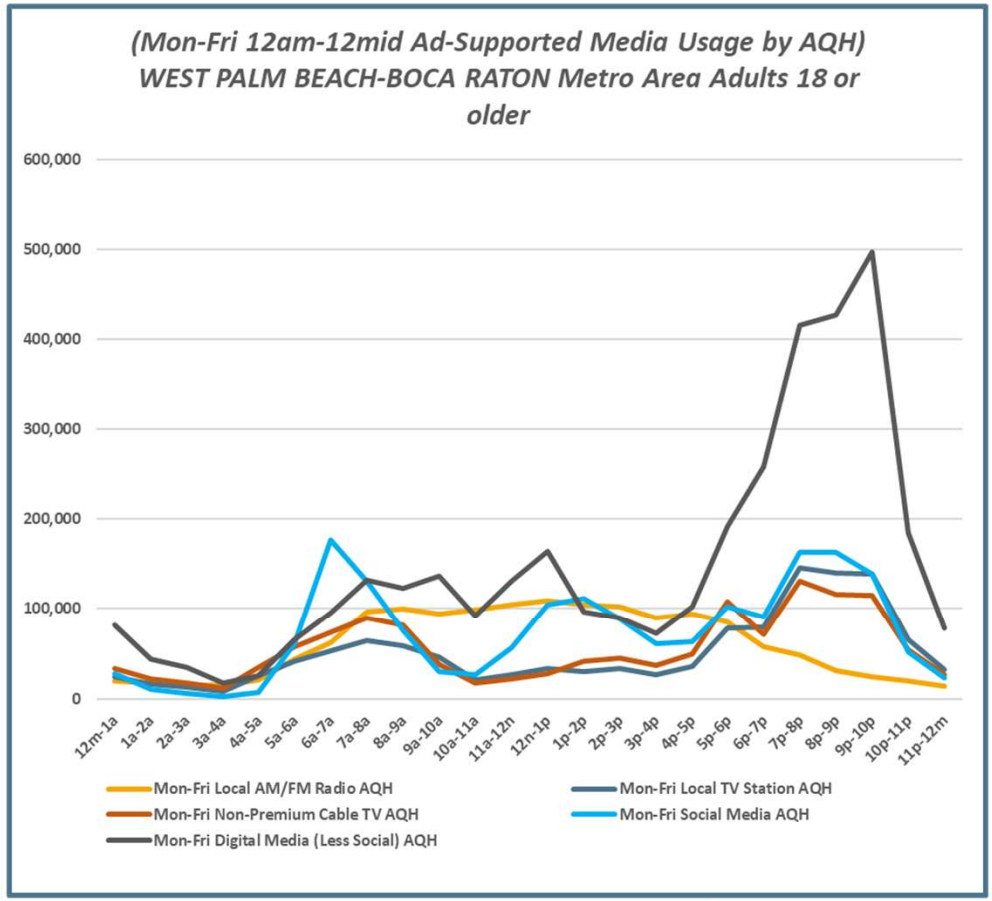
(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,993; Local Radio: 17,144; Social Media: 13,323; Non-Prem. Cable: 8,523; Local TV: 6,867 reaching Adults 18 or older who listened to WRMF-FM in the past 7 days.





WEST PALM BEACH-BOCA RATON DMA

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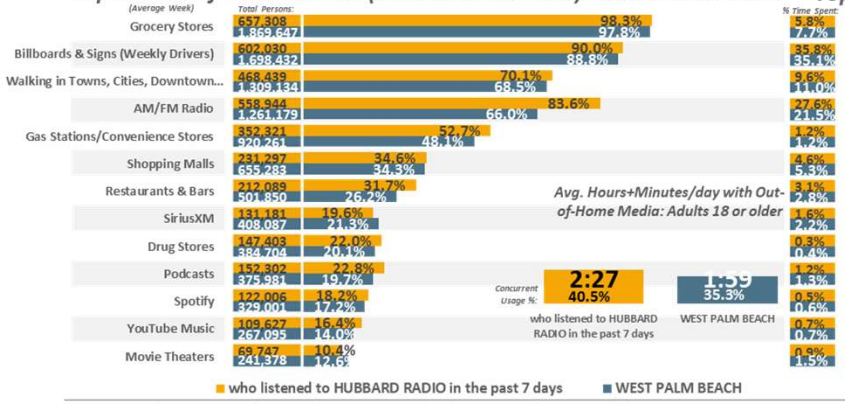
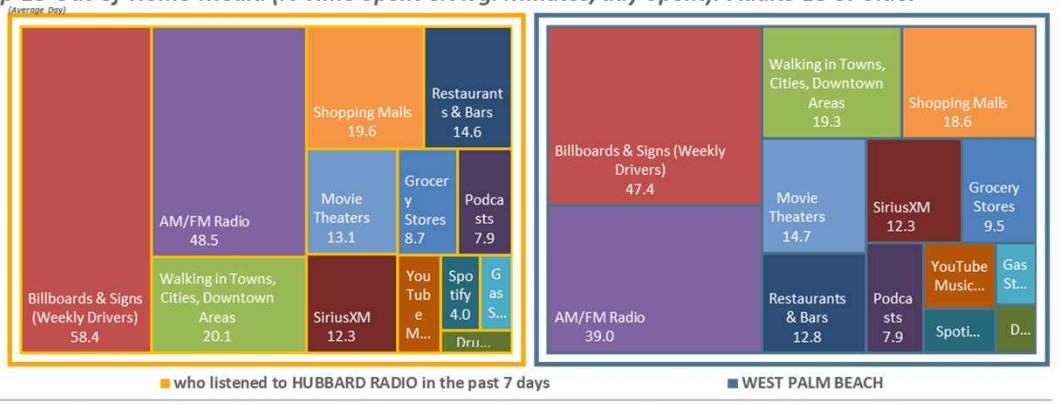
(Radio Stations: WRMF-FM)

602,030 or 90.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 58.4 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 46. minutes/day.

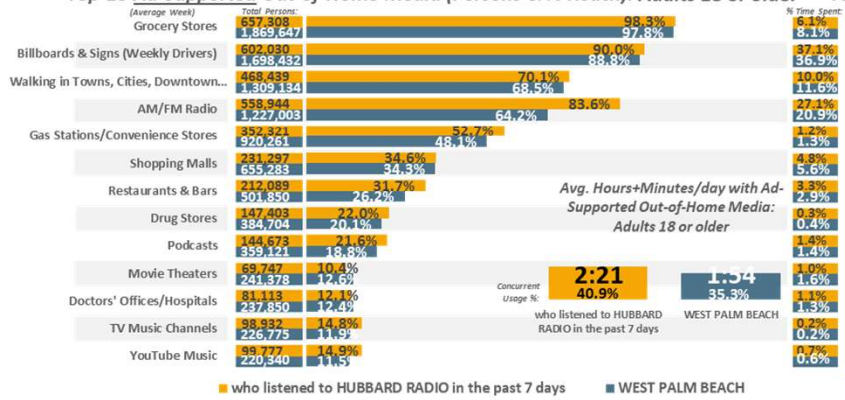
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



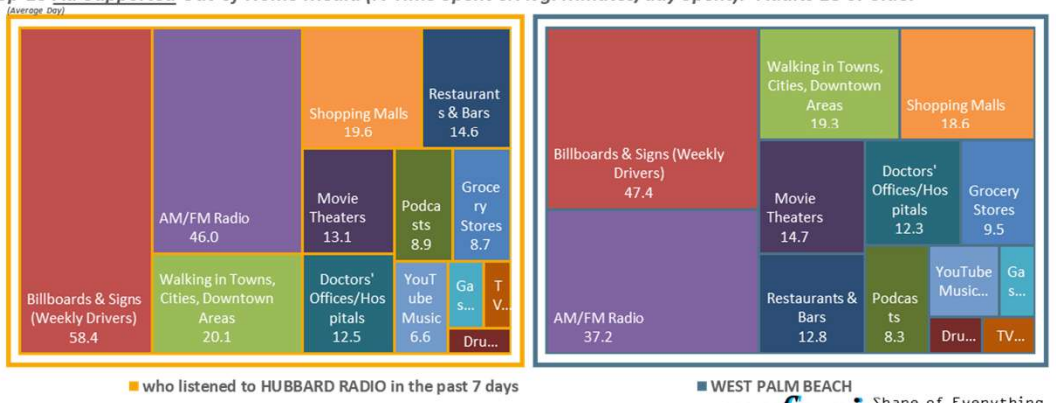
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2025: Aug24-Jun25 Qual Intab 886

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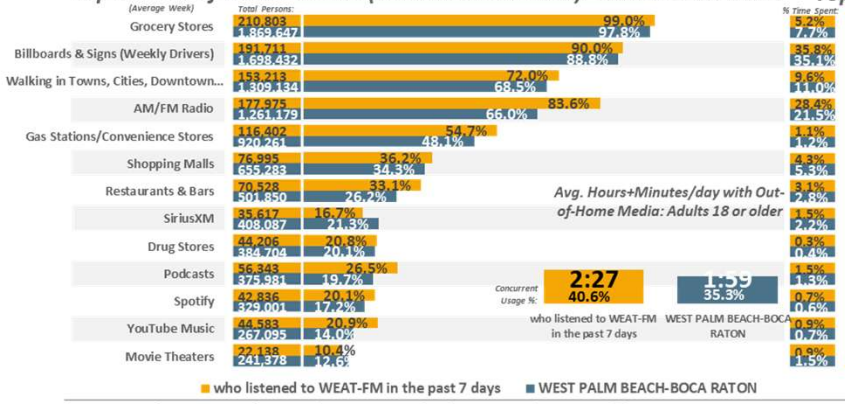
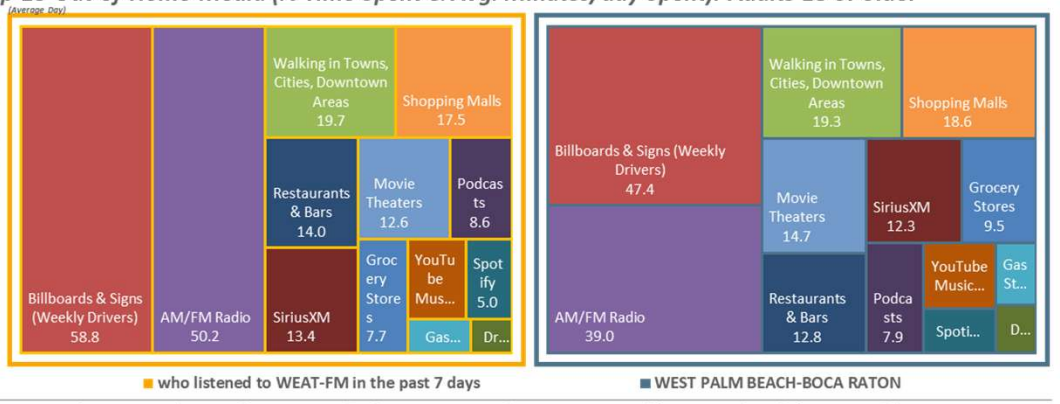
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

191,711 or 90.% of Adults 18 or older who listened to WEAT-FM in the past 7 days spend an average of 58.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 47.4 minutes/day.

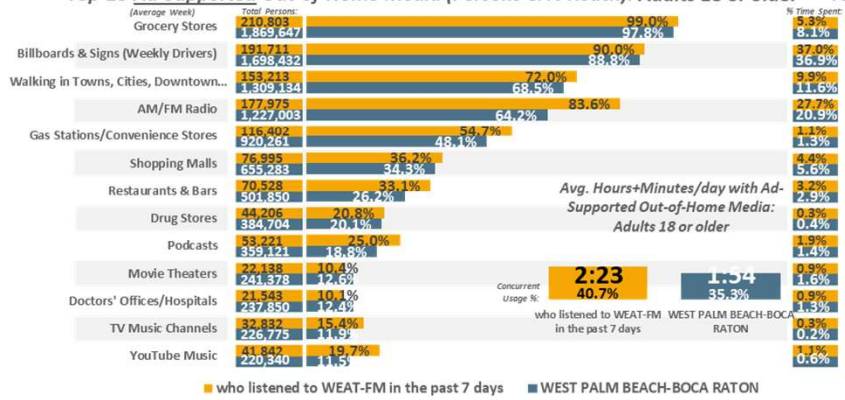
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



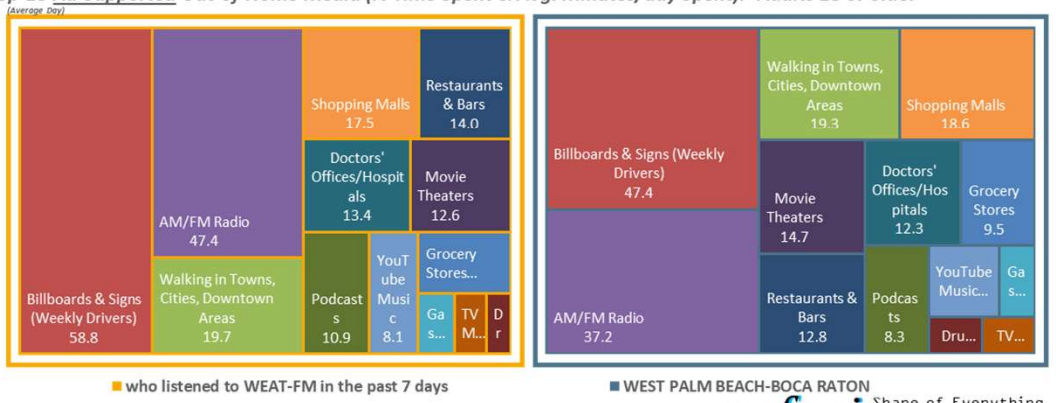
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 256

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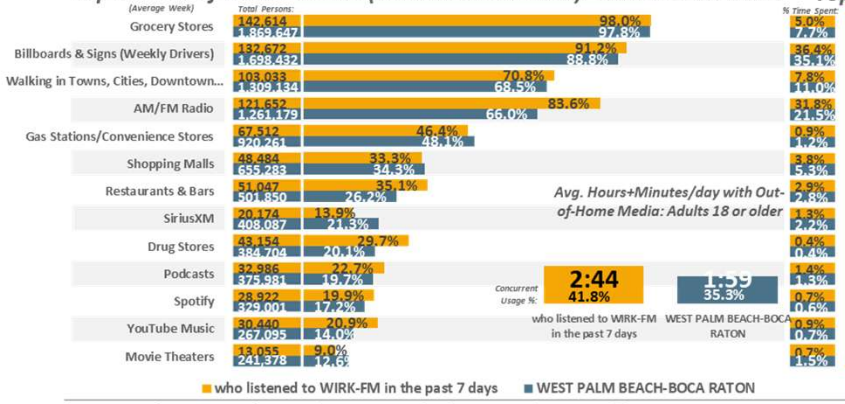
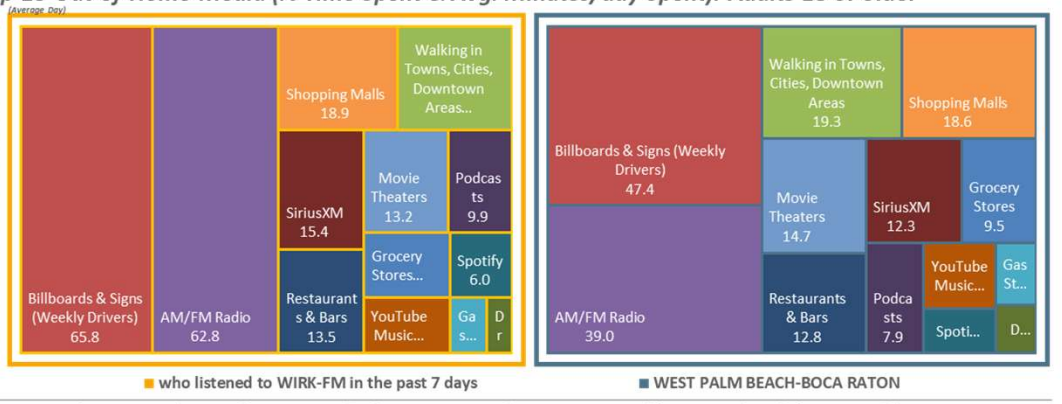
(Radio Stations: WEAT-FM)

132,672 or 91.2% of Adults 18 or older who listened to WIRK-FM in the past 7 days spend an average of 65.8 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 60.8 minutes/day.

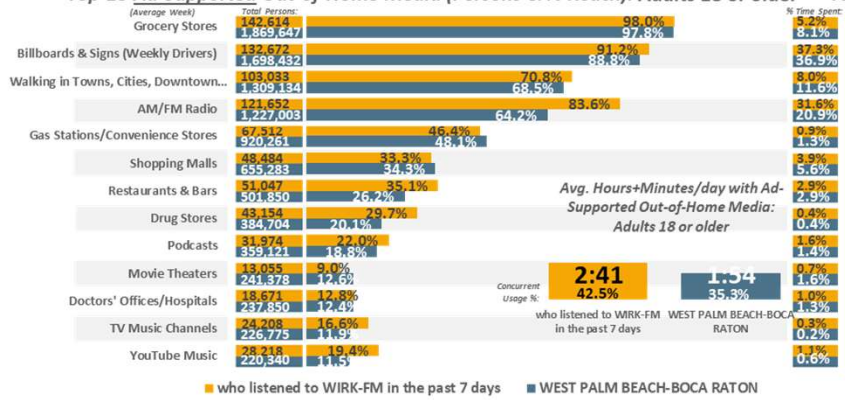
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



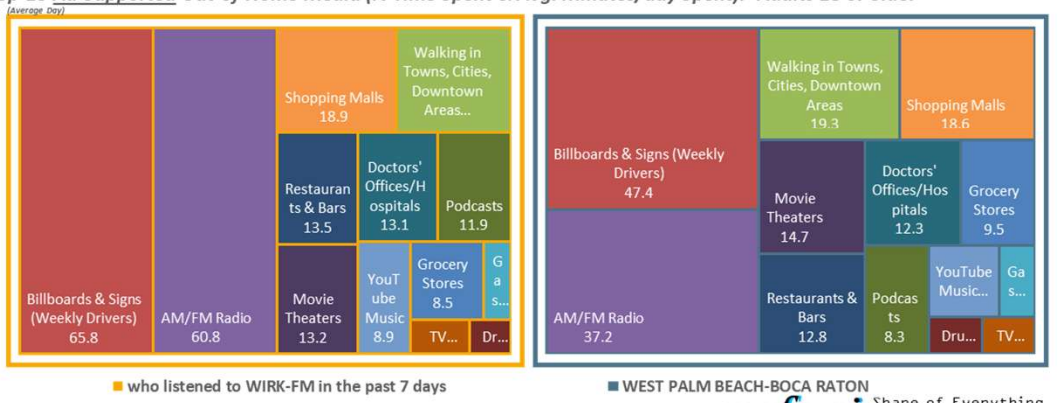
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 189

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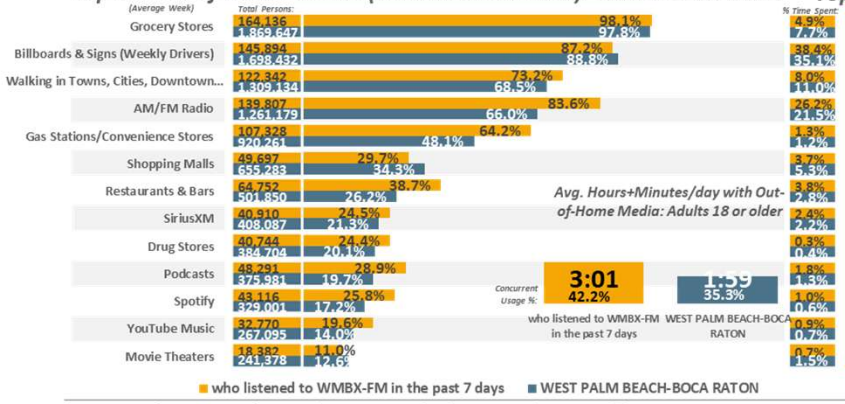
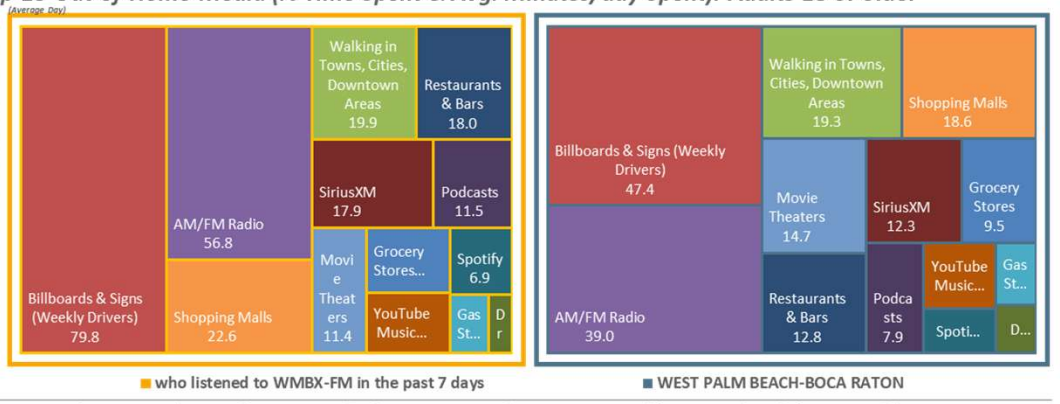
(Radio Stations: WIRK-FM)

145,894 or 87.2% of Adults 18 or older who listened to WMBX-FM in the past 7 days spend an average of 79.8 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.

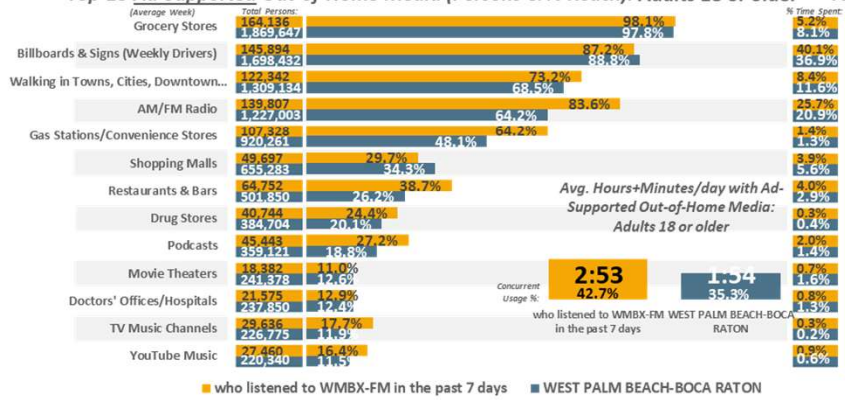
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



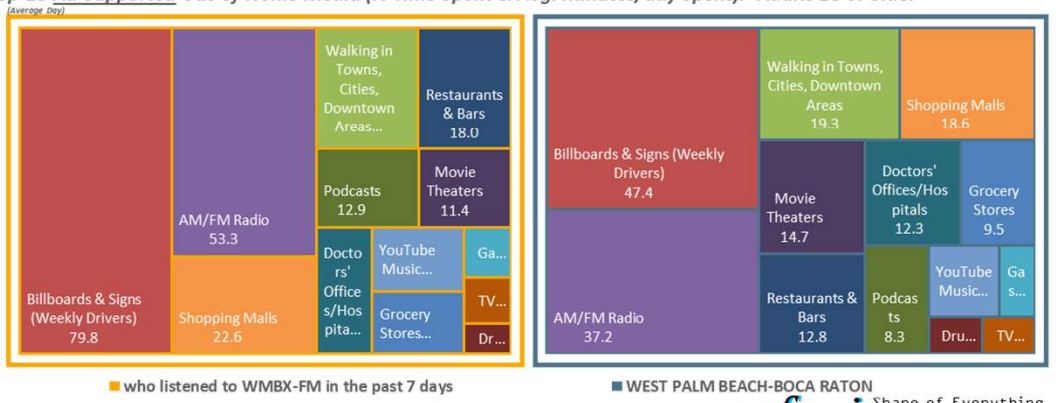
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 209

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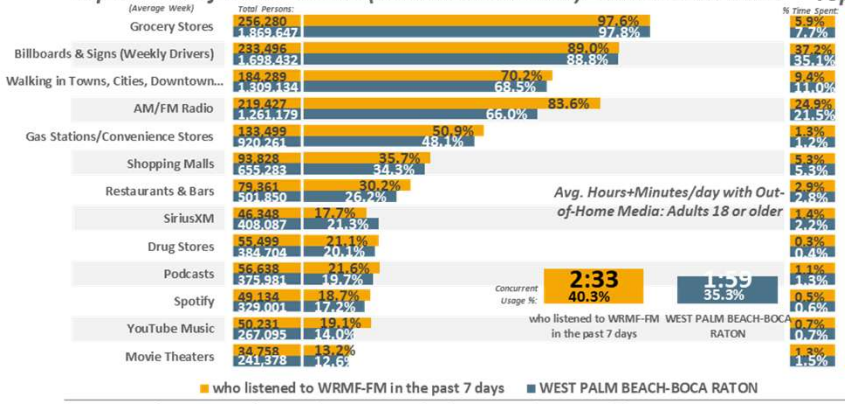
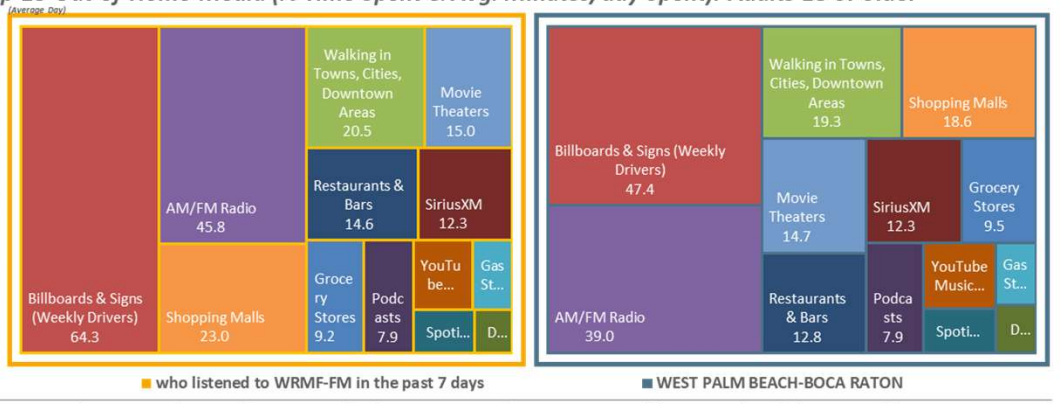
(Radio Stations: WMBX-FM)

233,496 or 89.% of Adults 18 or older who listened to WRMF-FM in the past 7 days spend an average of 64.3 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 43.8 minutes/day.

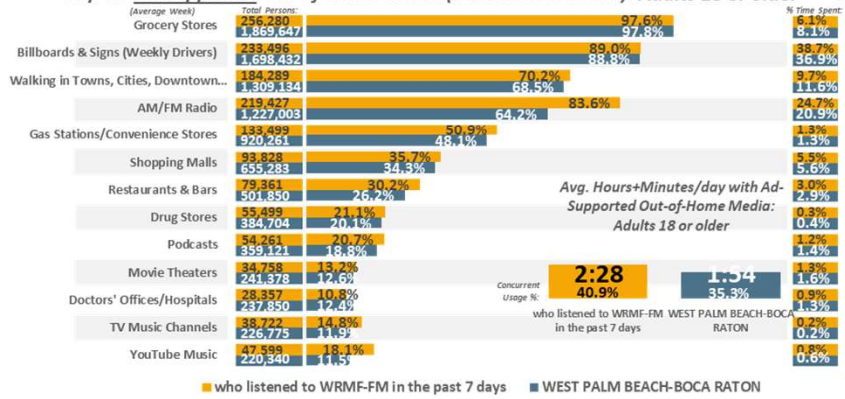
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



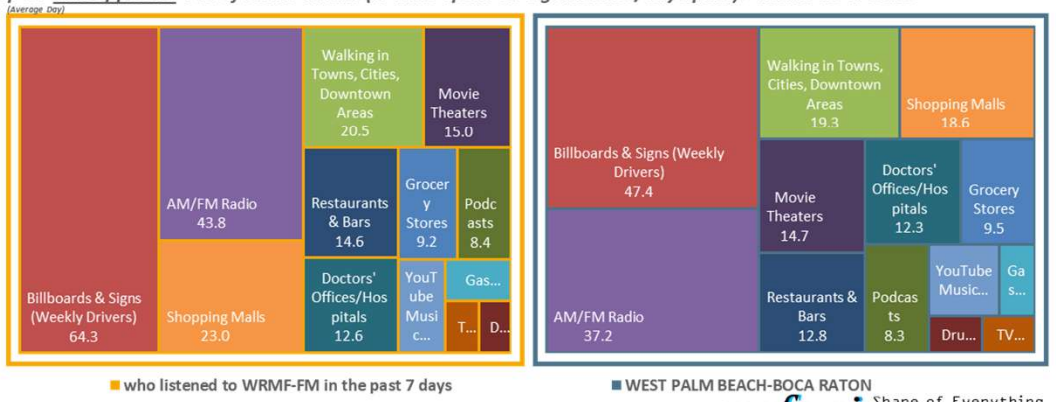
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 319

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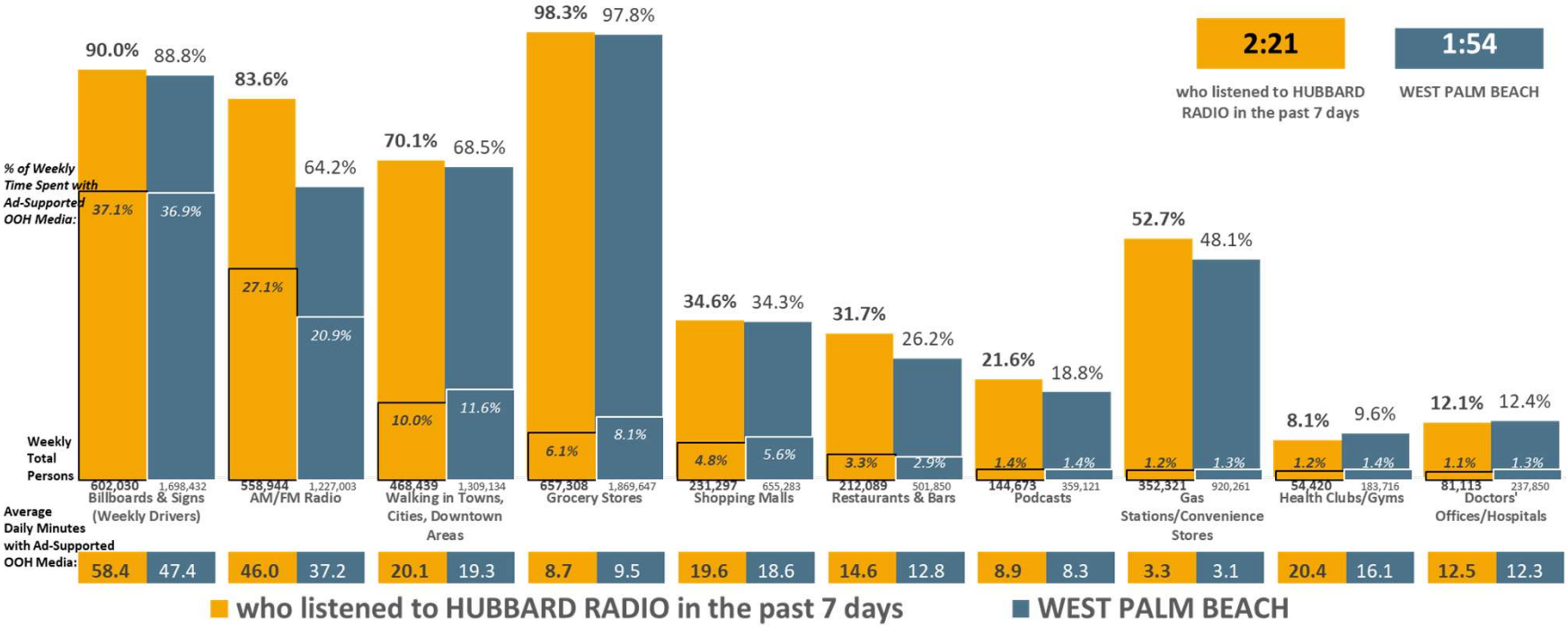
(Radio Stations: WRMF-FM)

602,030 or 90.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 58.4 minutes per day driving, seeing Billboards and Signs representing 37.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 886 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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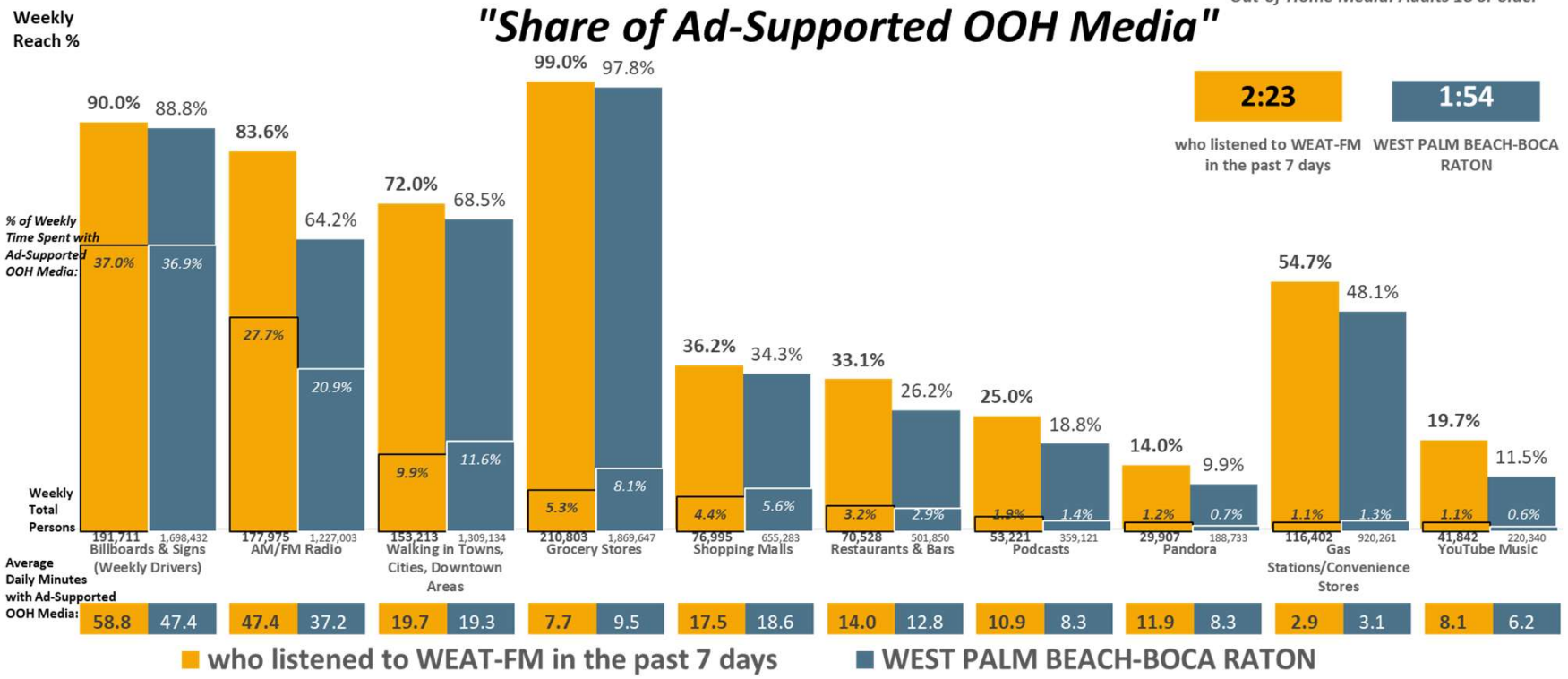
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

191,711 or 90.% of Adults 18 or older who listened to WEAT-FM in the past 7 days spend an average of 58.8 minutes per day driving, seeing Billboards and Signs representing 37.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 256WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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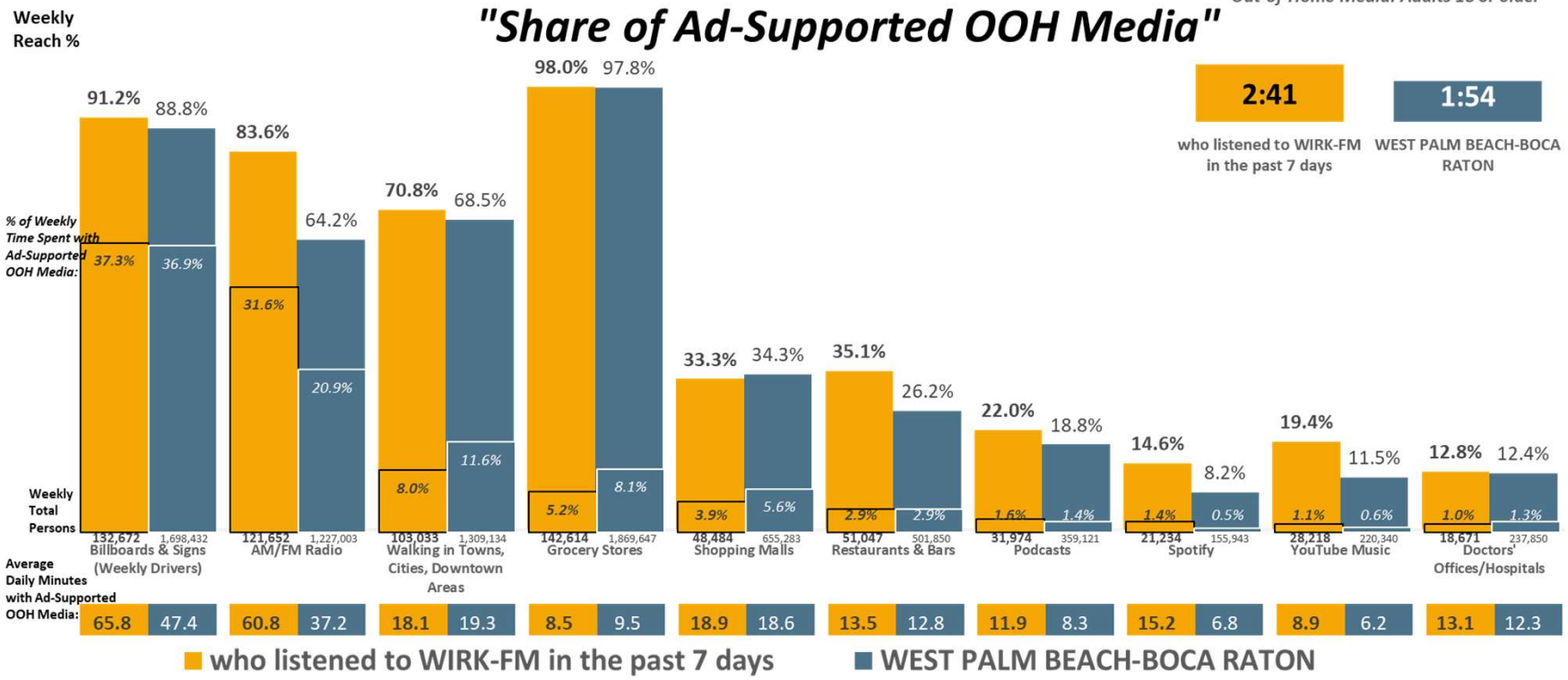
(Radio Stations: WEAT-FM)

132,672 or 91.2% of Adults 18 or older who listened to WIRK-FM in the past 7 days spend an average of 65.8 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-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 189WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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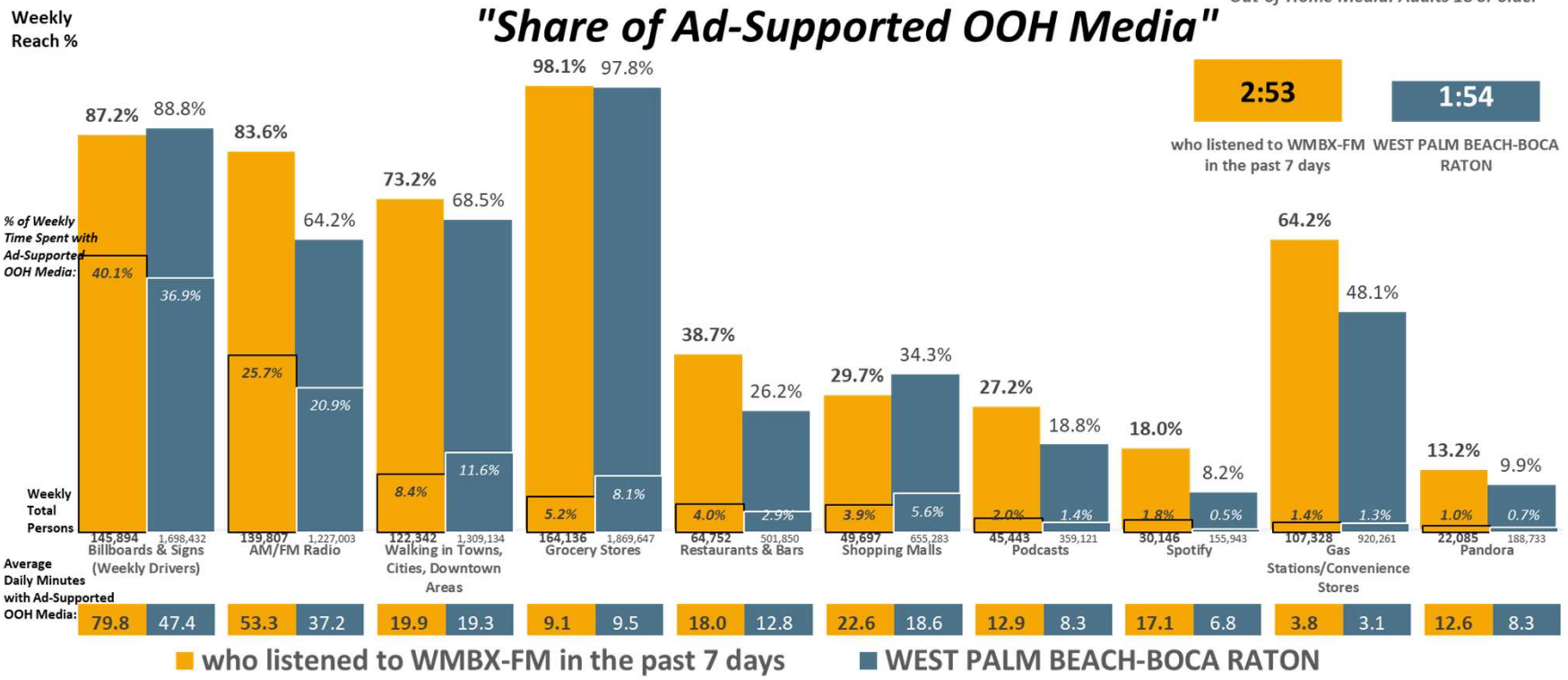
(Radio Stations: WIRK-FM)

145,894 or 87.2% of Adults 18 or older who listened to WMBX-FM in the past 7 days spend an average of 79.8 minutes per day driving, seeing Billboards and Signs representing 40.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 209WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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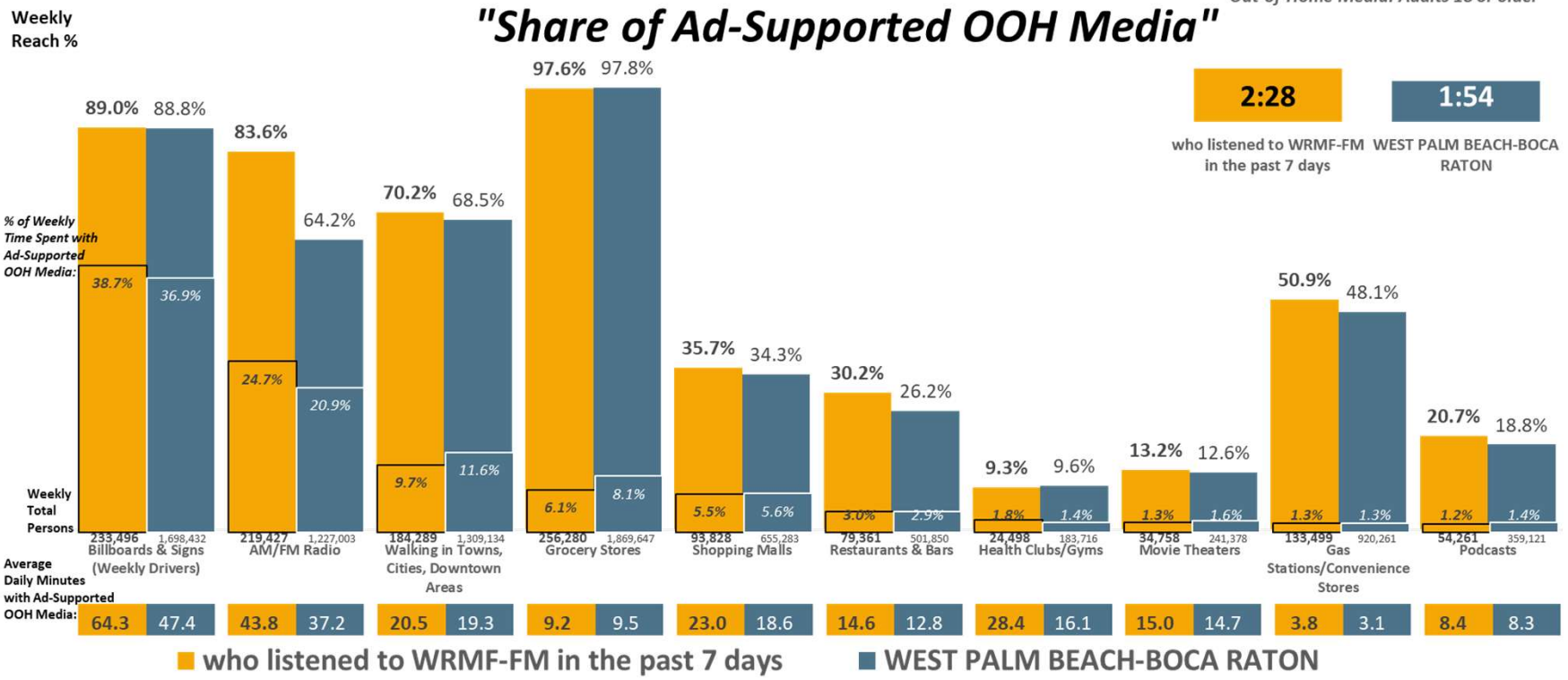
(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

233,496 or 89.% of Adults 18 or older who listened to WRMF-FM in the past 7 days spend an average of 64.3 minutes per day driving, seeing Billboards and Signs representing 38.7% 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-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 319WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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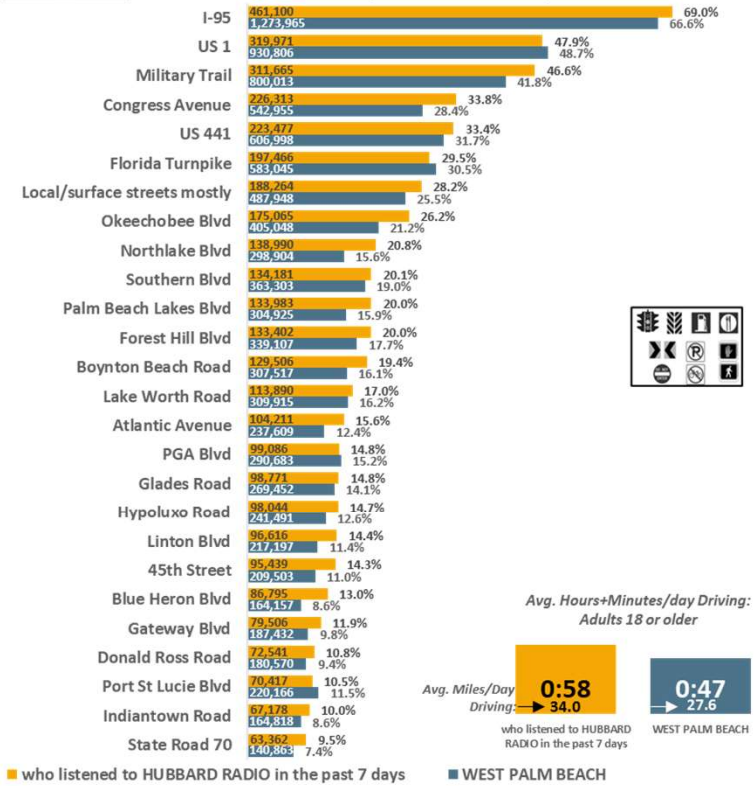
(Radio Stations: WRMF-FM)

602,030 or 90.% of Adults 18 or older who listened to HUBBARD RADIO in the past 7 days spend an average of 58.4 minutes per day driving an average of 34. miles each day and are 33.% more likely to use Northlake Blvd than the Metro average.

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



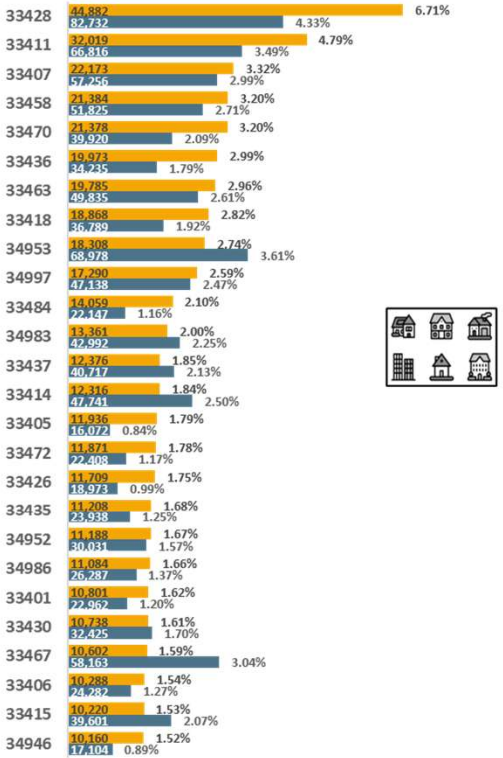
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 34.0

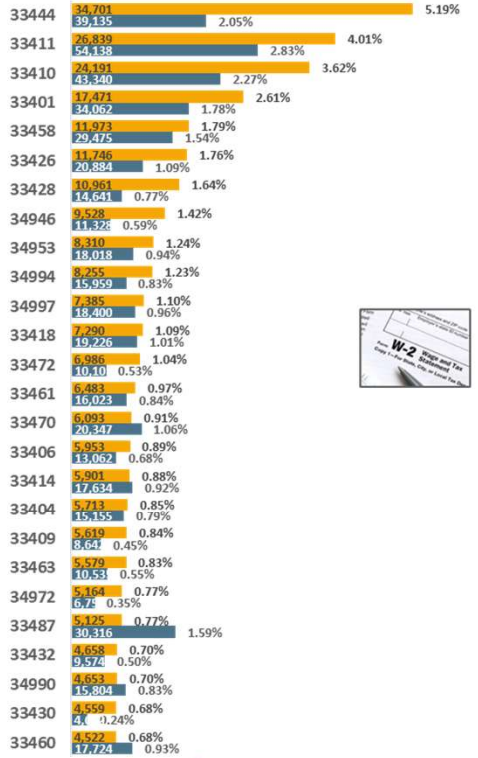
0:58 who listened to HUBBARD RADIO in the past 7 days

0:47 → 27.6 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 2025: Aug24-Jun25 Qual Intab 886

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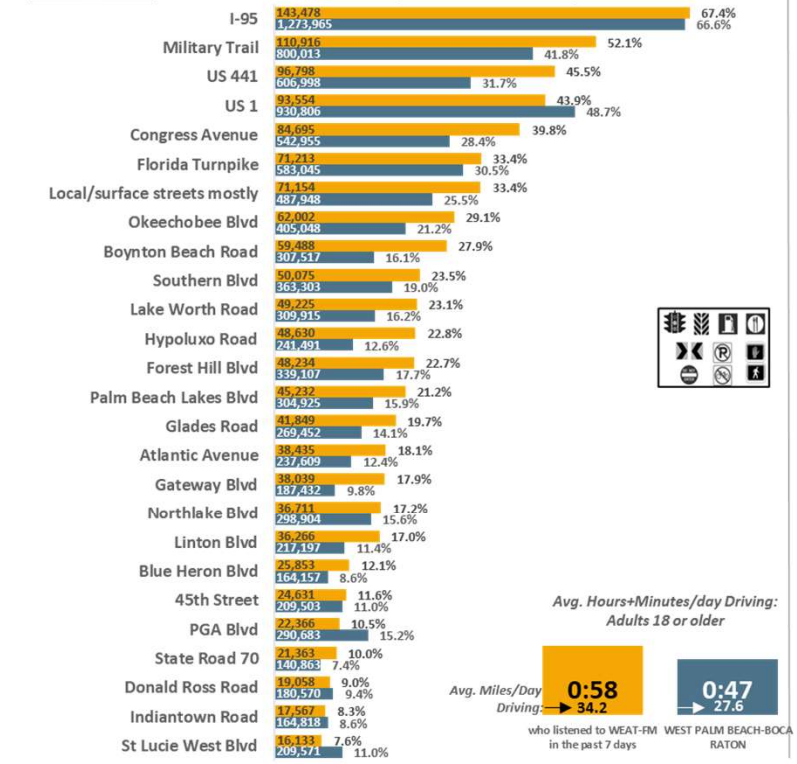
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

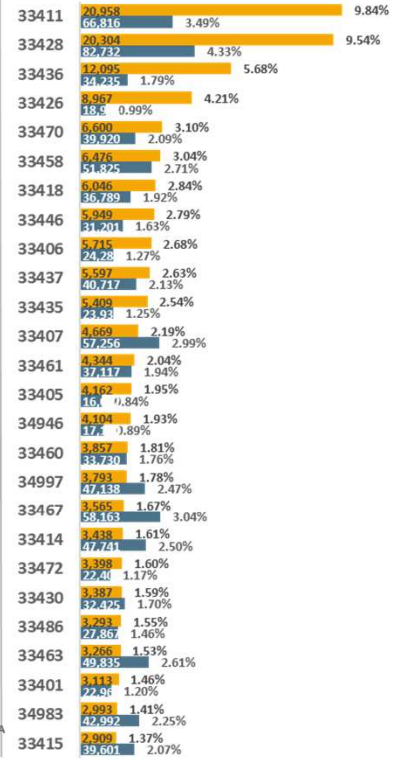
191,711 or 90.% of Adults 18 or older who listened to WEAT-FM in the past 7 days spend an average of 58.8 minutes per day driving an average of 34.2 miles each day and are 82.3% more likely to use Gateway Blvd than the Metro average.

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

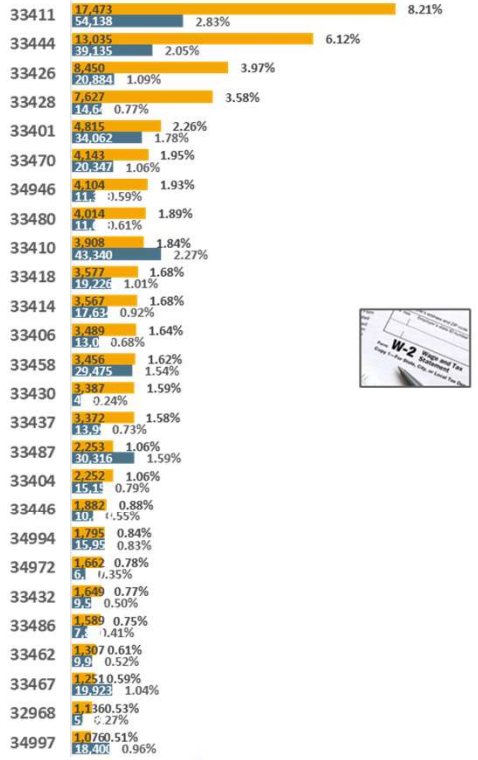


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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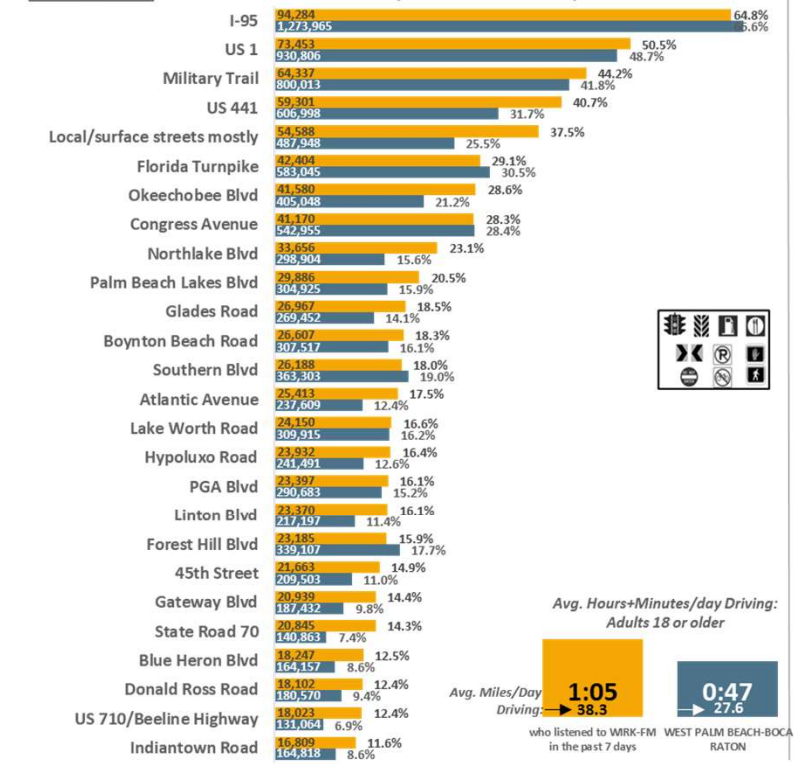
(Radio Stations: WEAT-FM)

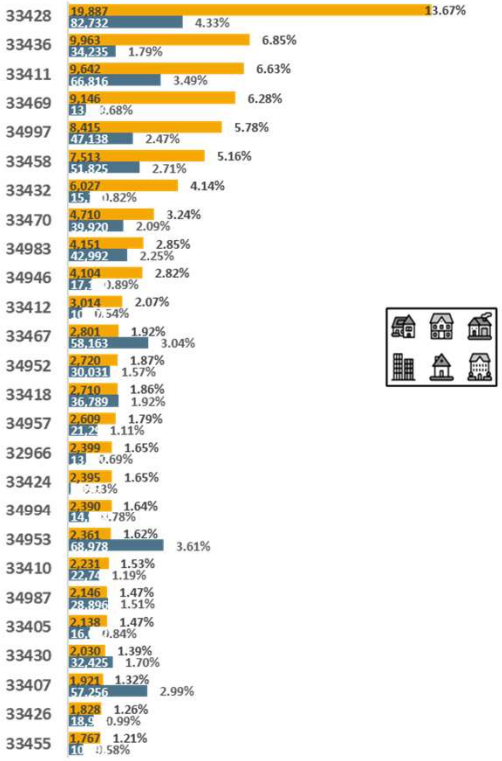
132,672 or 91.2% of Adults 18 or older who listened to WIRK-FM in the past 7 days spend an average of 65.8 minutes per day driving an average of 38.3 miles each day and are 48.% more likely to use Northlake Blvd than the Metro average.

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

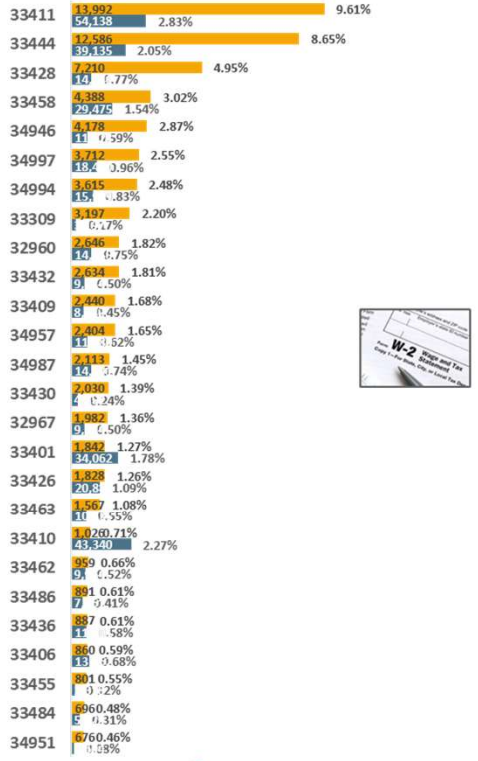


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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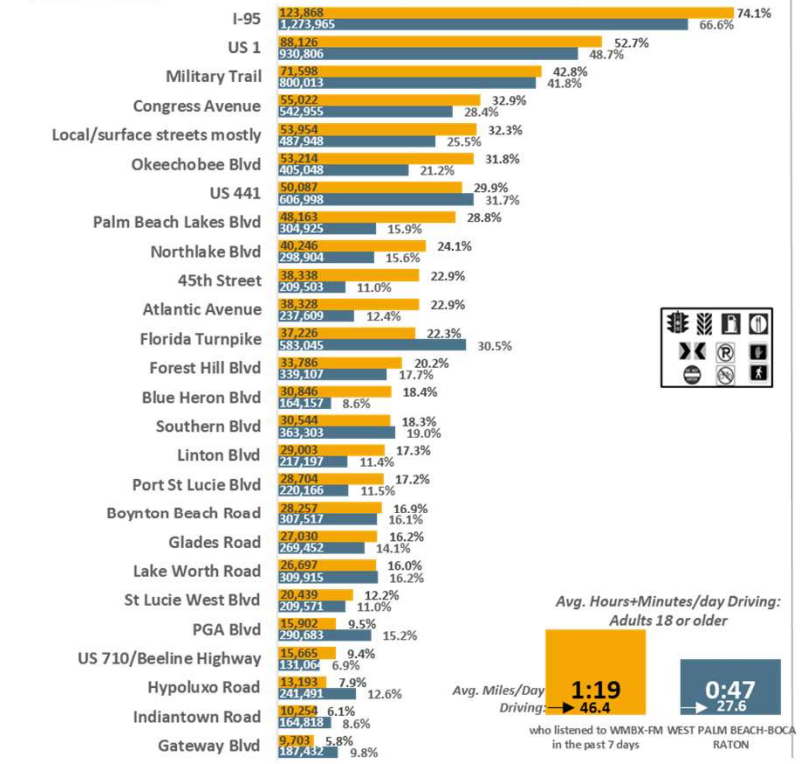
(Radio Stations: WIRK-FM)

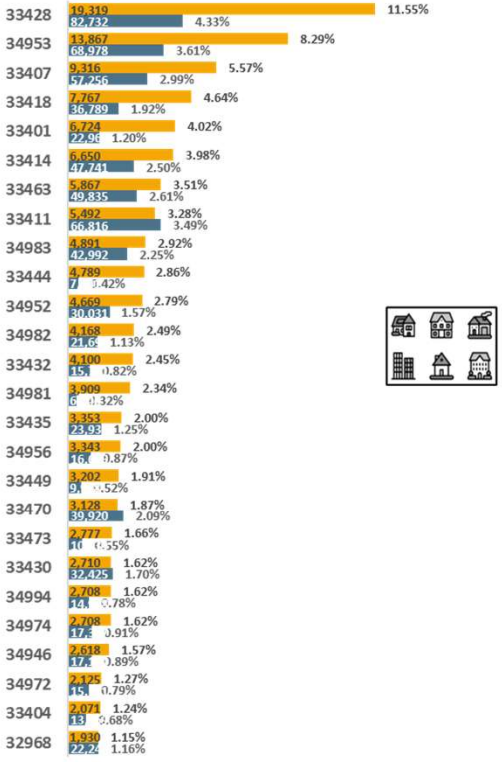
145,894 or 87.2% of Adults 18 or older who listened to WMBX-FM in the past 7 days spend an average of 79.8 minutes per day driving an average of 46.4 miles each day and are 114.8% more likely to use Blue Heron Blvd than the Metro average.

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

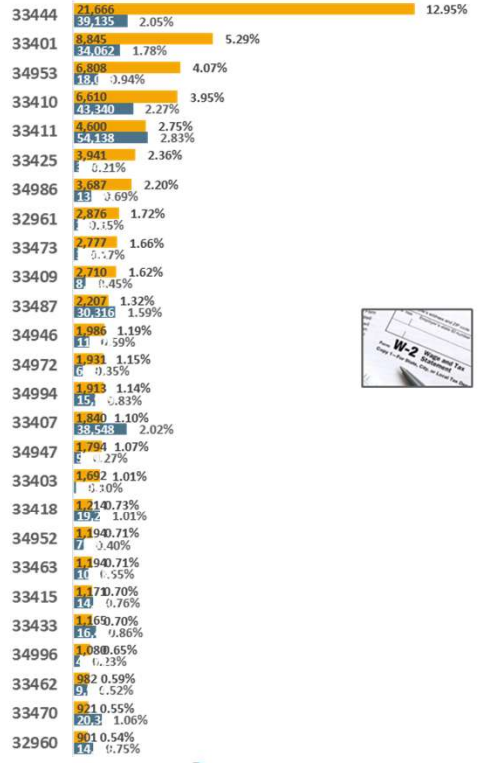


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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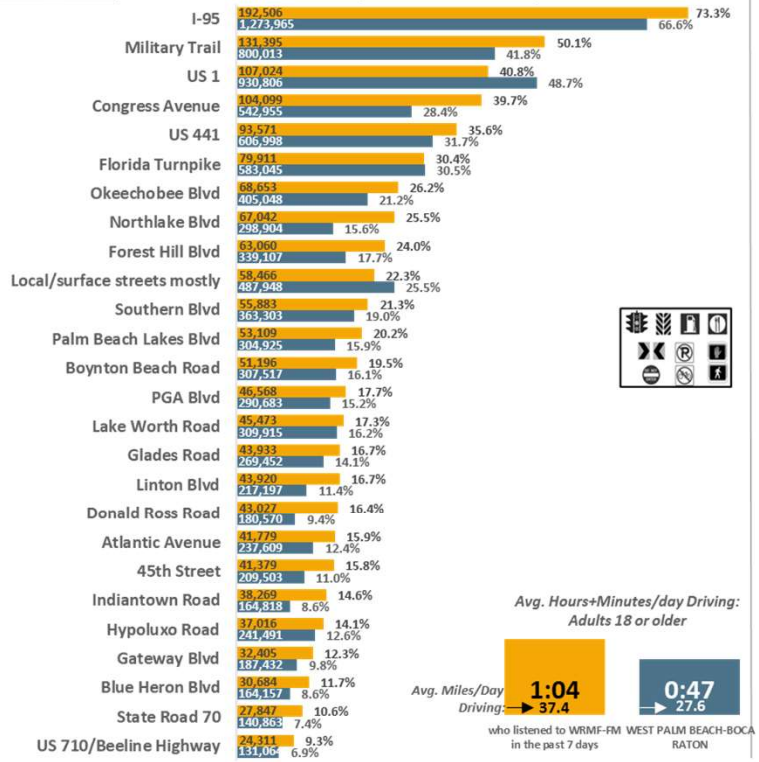
(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

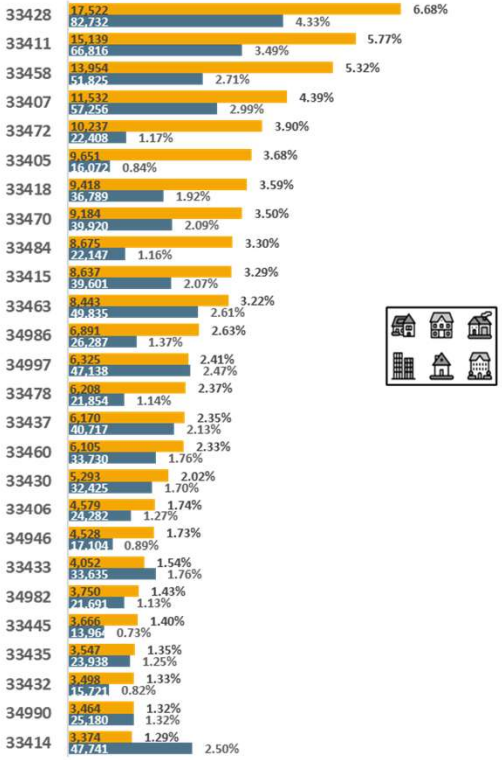
233,496 or 89.% of Adults 18 or older who listened to WRMF-FM in the past 7 days spend an average of 64.3 minutes per day driving an average of 37.4 miles each day and are 73.6% more likely to use Donald Ross Road than the Metro average.

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

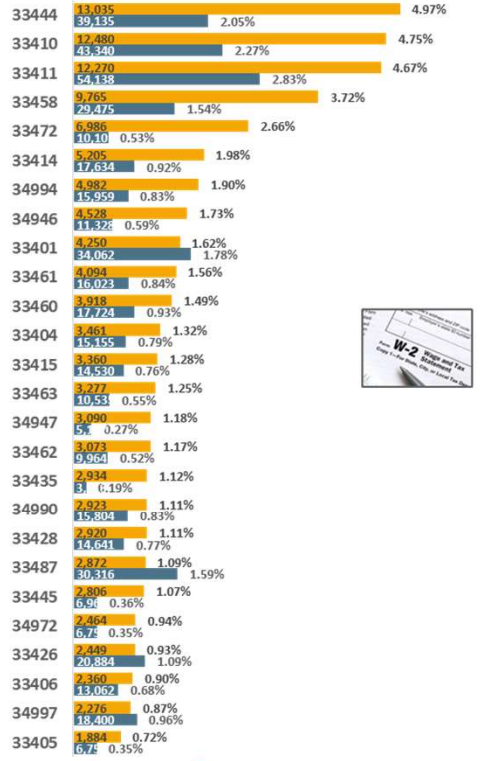


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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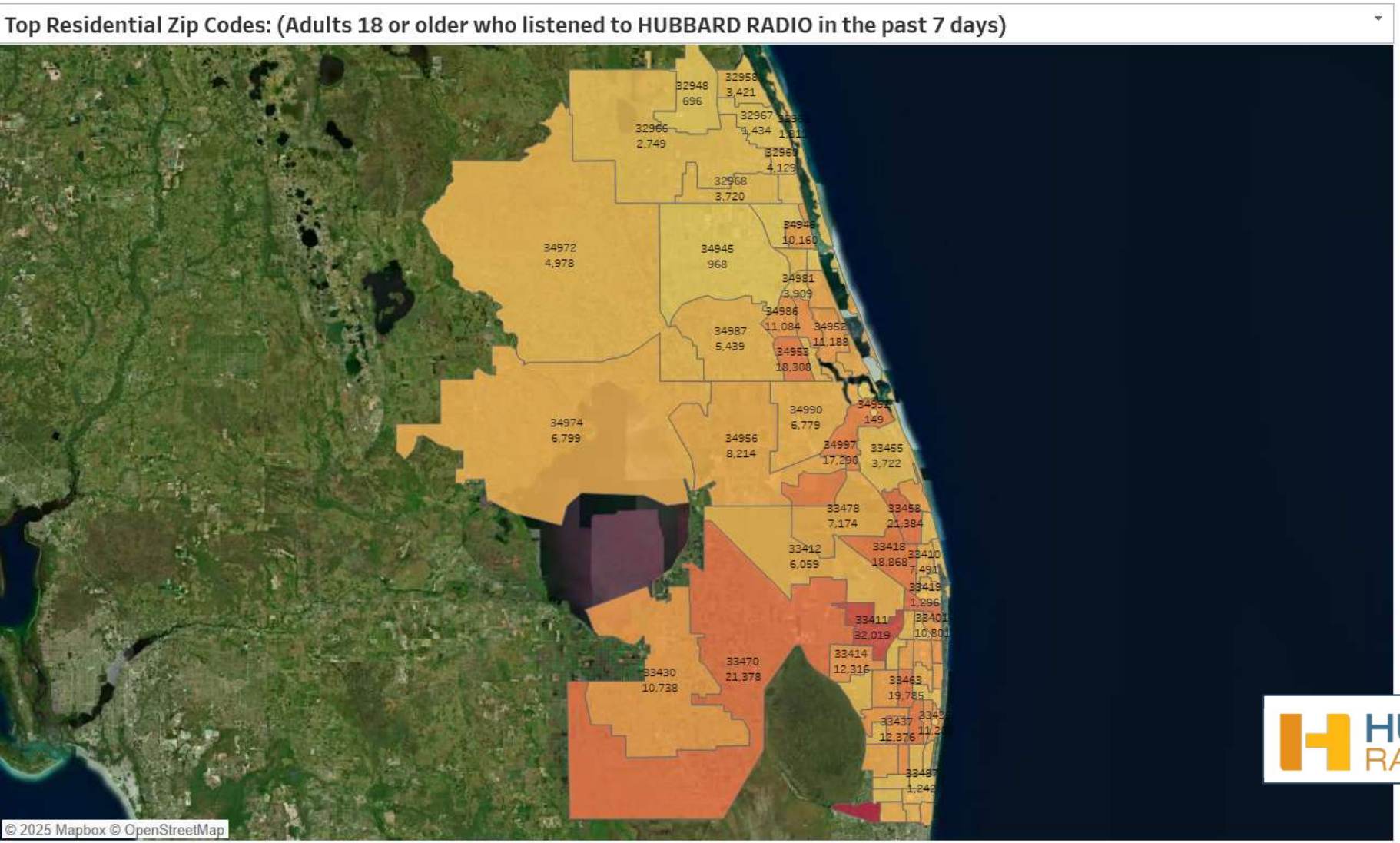
(Radio Stations: WRMF-FM)

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



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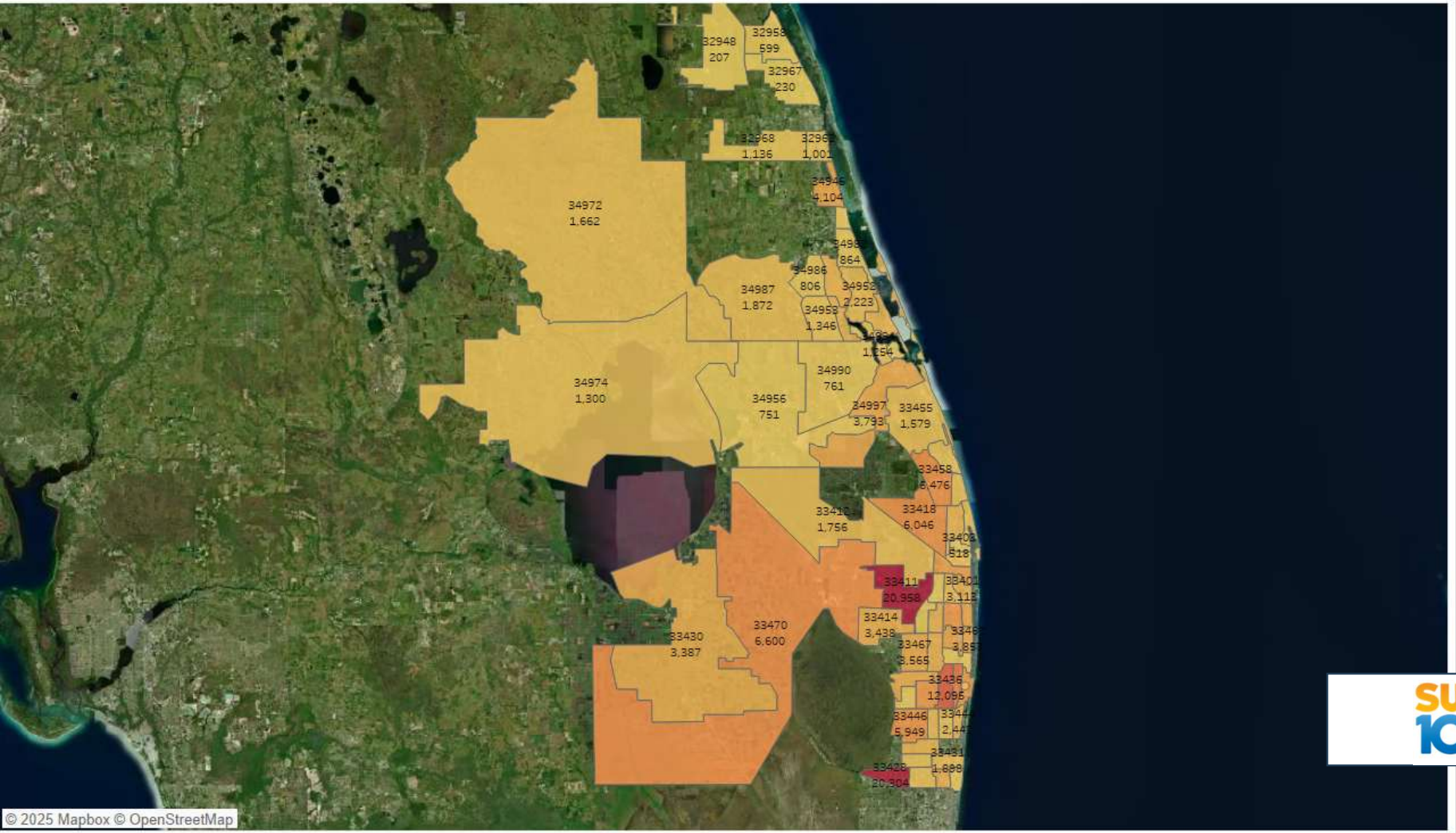
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

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



WEST PALM BEACH-BOCA RATON DMA

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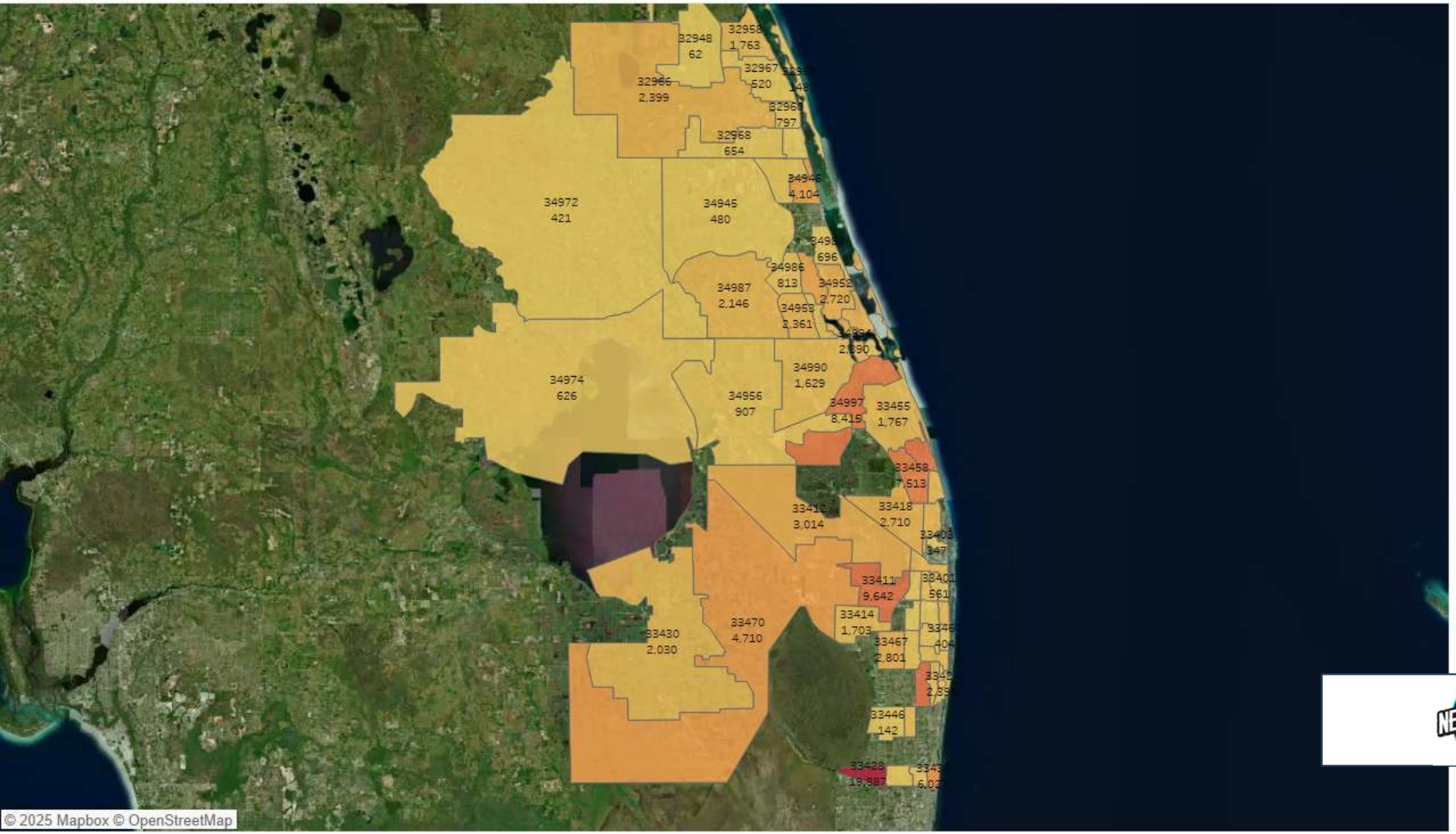
(Radio Stations: WEAT-FM)

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



SUM(Adults 18 or older ...

62 19,887

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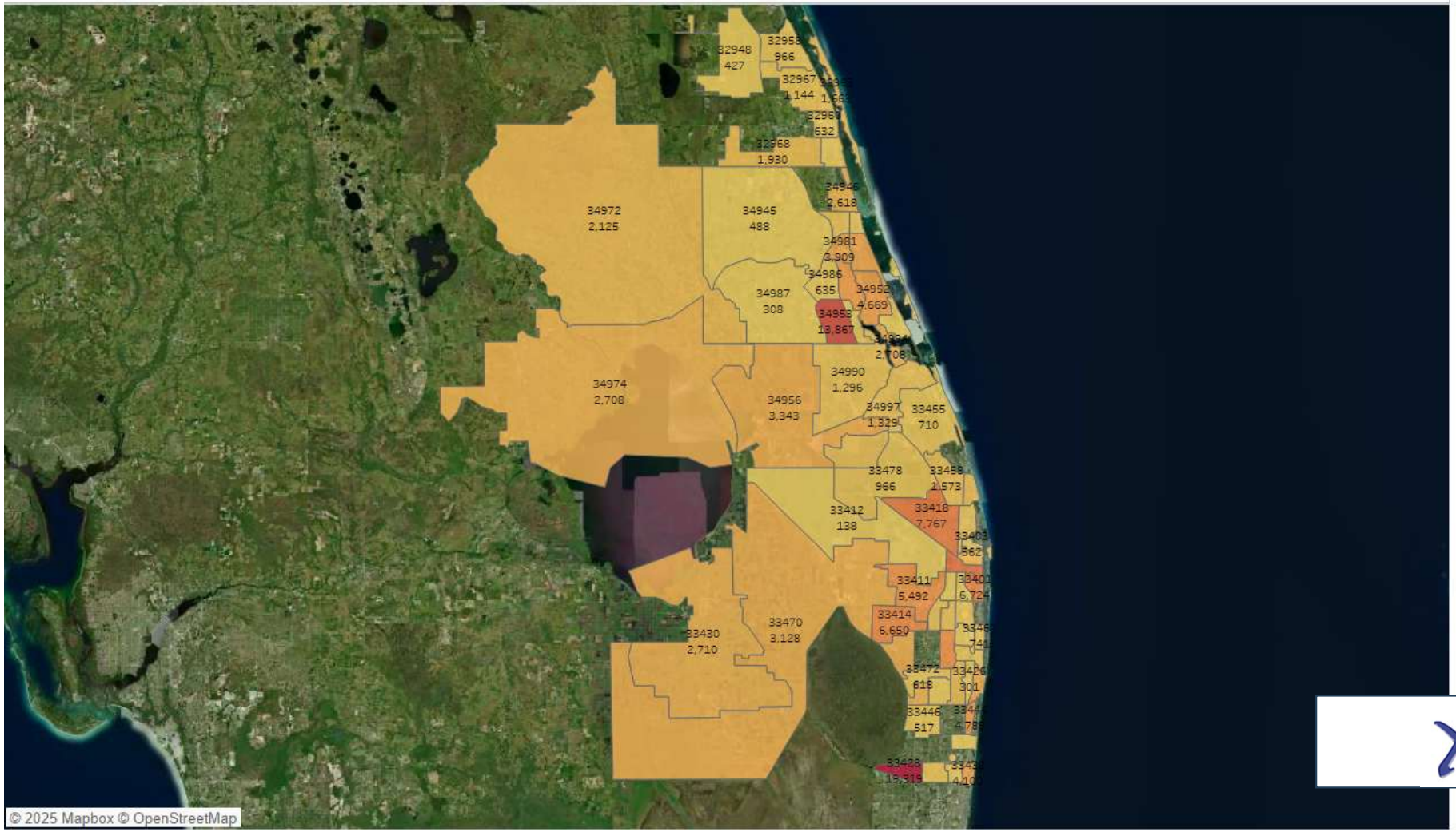
(Radio Stations: WIRK-FM)

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



SUM(Adults 18 or older ...

64 19,319

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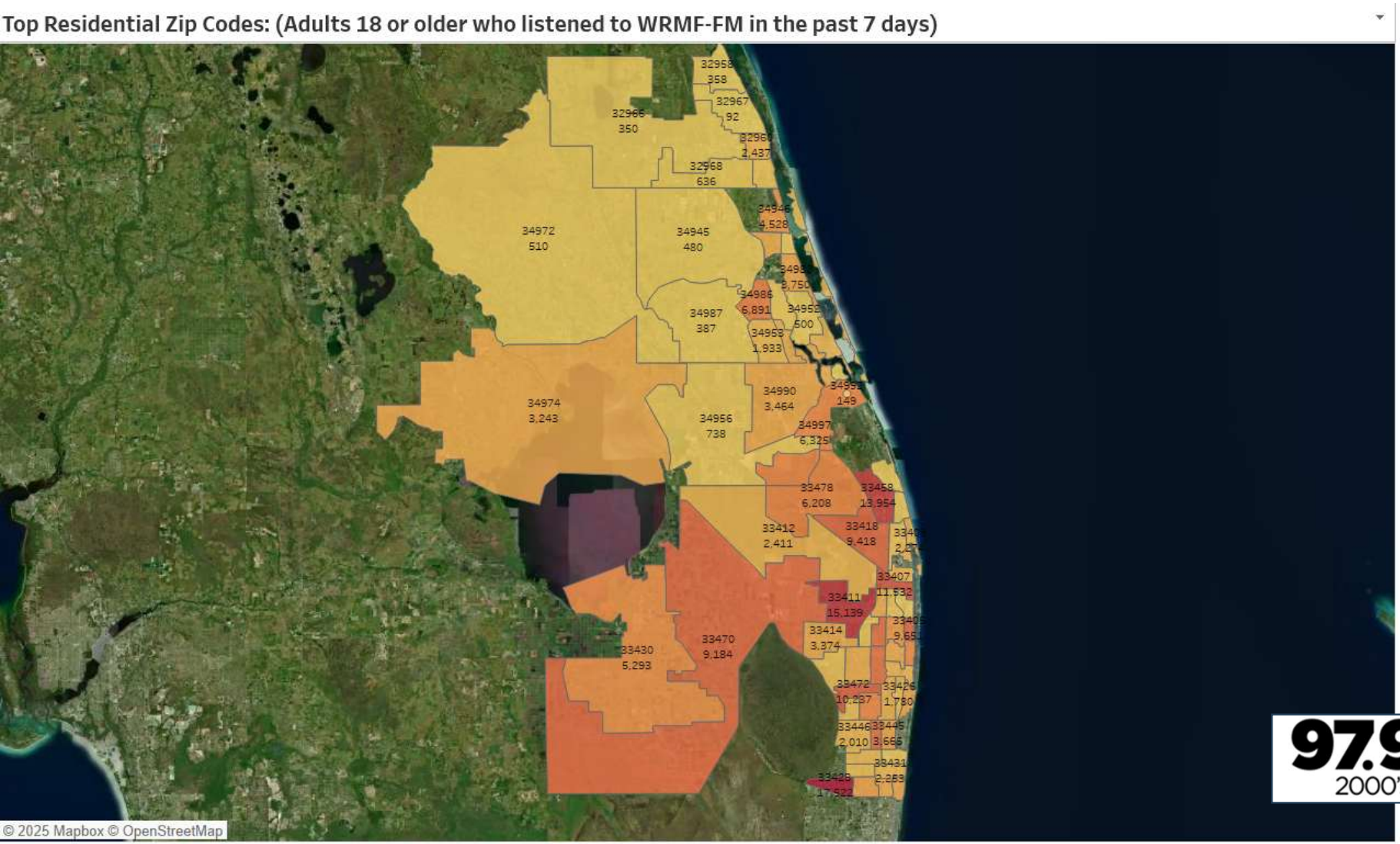
(Radio Stations: WMBX-FM)

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



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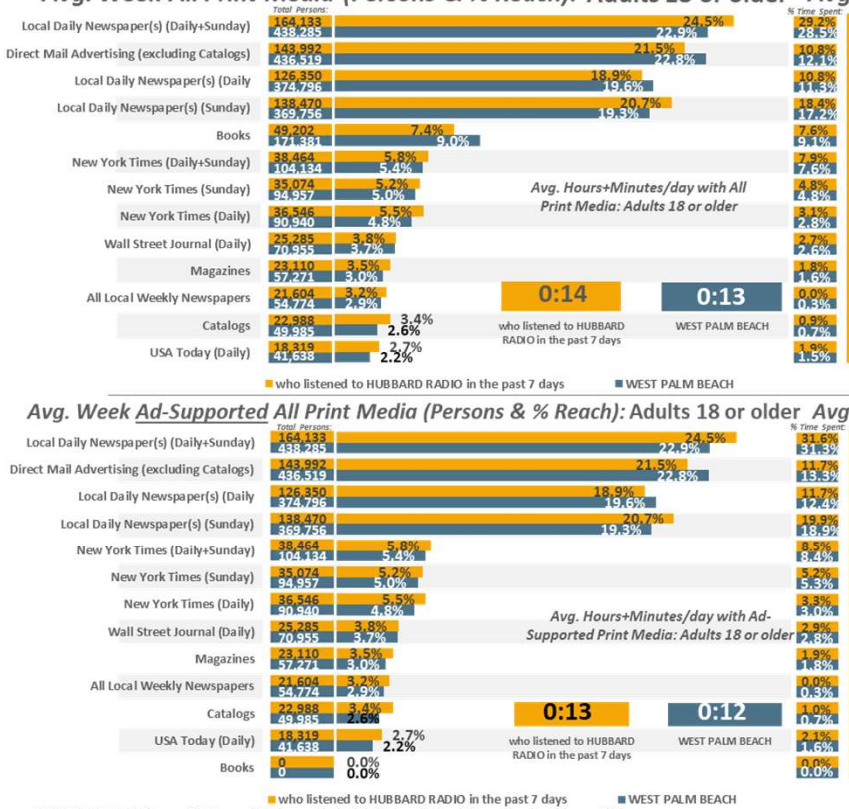
(Radio Stations: WRMF-FM)

164,133 or 24.5% 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 8.9 minutes every day representing 31.6% of all time spent daily with All forms of Print Media.

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

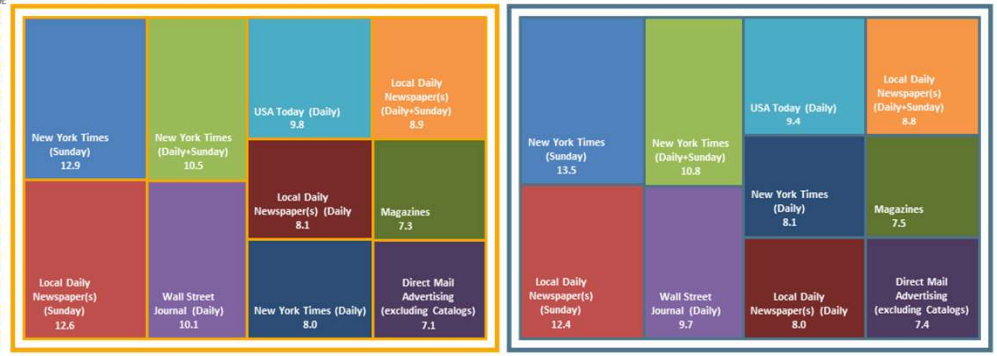


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

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



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 886

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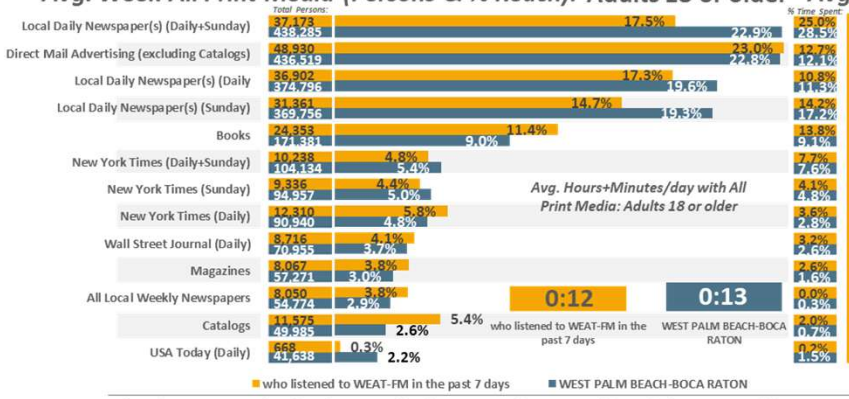
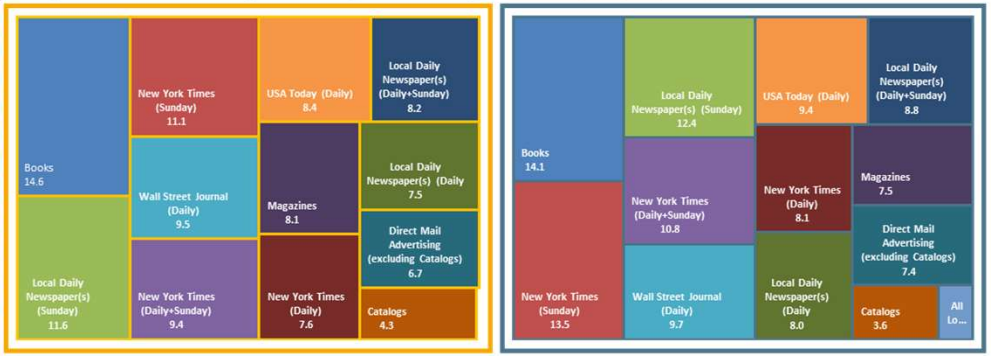
(Radio Stations: WEAT-FM OR Radio Stations: WFTL-AM OR Radio Stations: WIRK-FM OR Radio Stations: WIRK-FM HD3 OR Radio Stations: WMBX-FM OR Radio Stations: WRMF-FM OR Radio Stations: WRMF-FM HD4)

37,173 or 17.5% of Adults 18 or older who listened to WEAT-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 29.% of all time spent daily with All forms of Print Media.

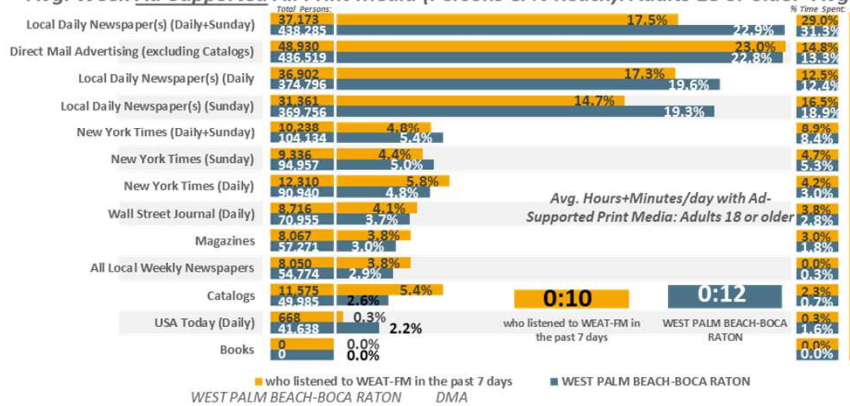
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



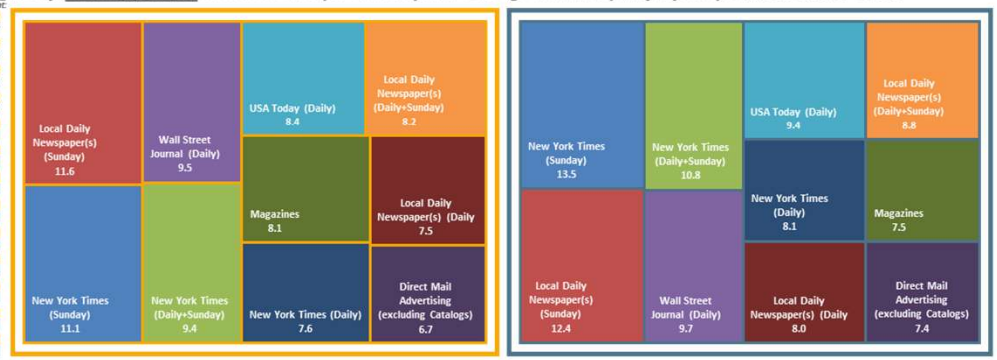
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA

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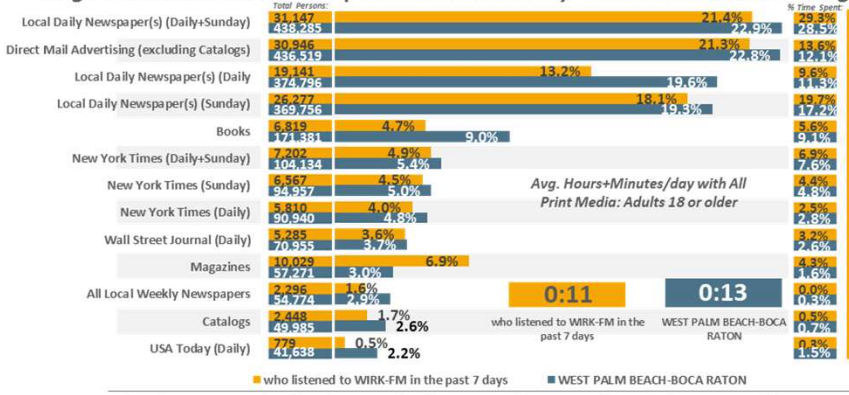
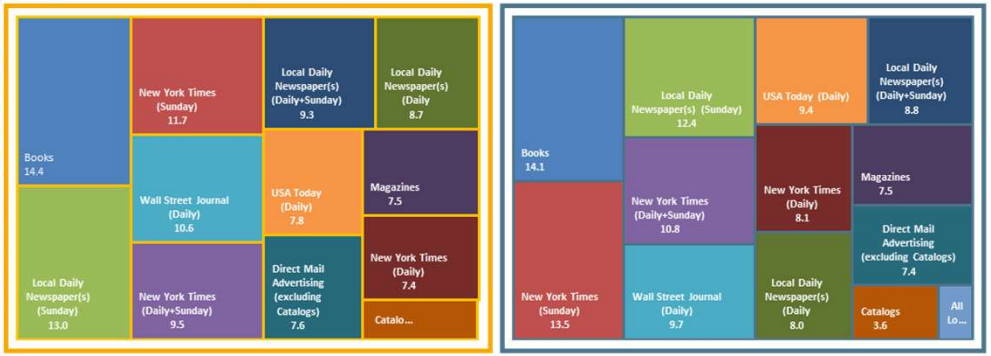
(Radio Stations: WEAT-FM)

31,147 or 21.4% 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 9.3 minutes every day representing 31.% of all time spent daily with All forms of Print Media.

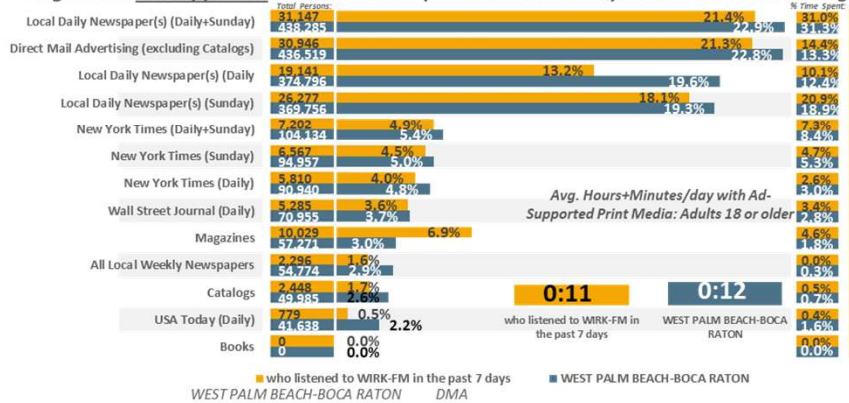
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



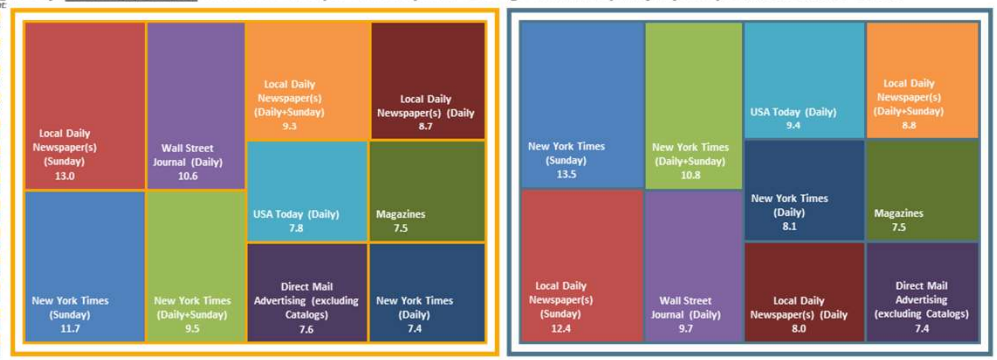
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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-BOCA RATON DMA

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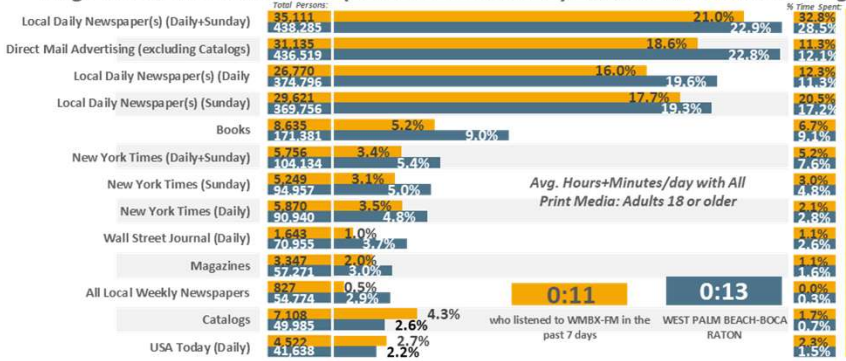
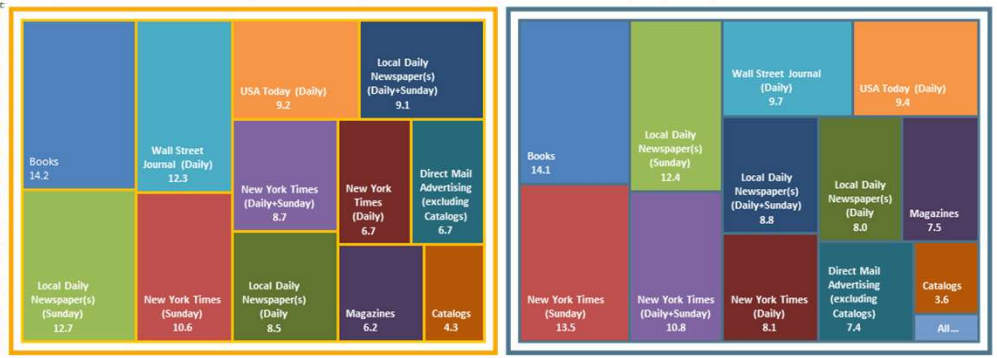
(Radio Stations: WIRK-FM)

35,111 or 21.% 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 9.1 minutes every day representing 35.1% of all time spent daily with All forms of Print Media.

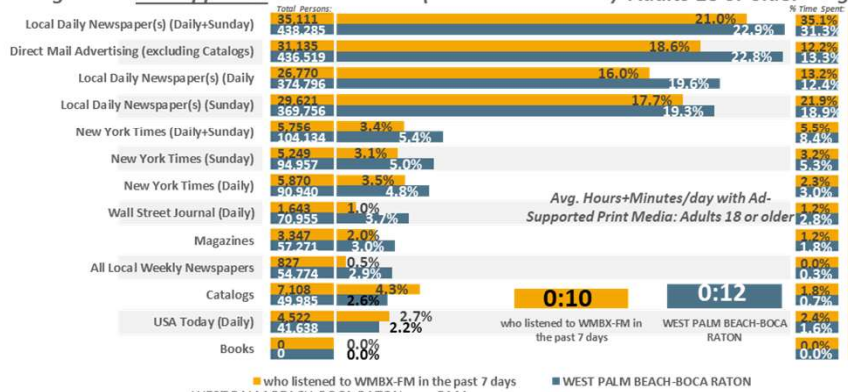
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



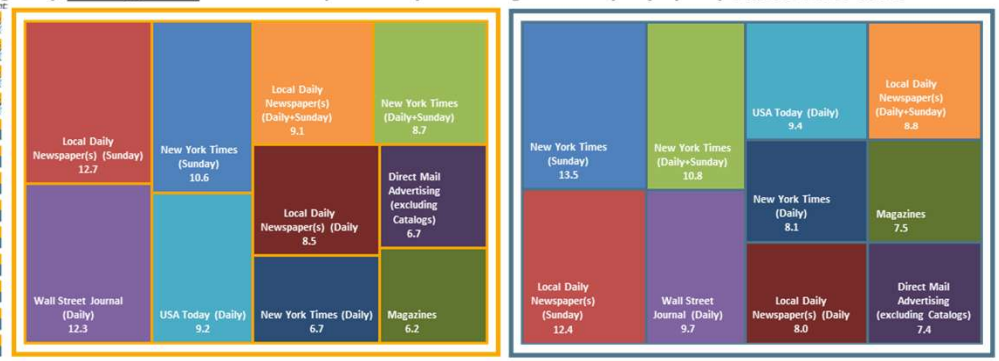
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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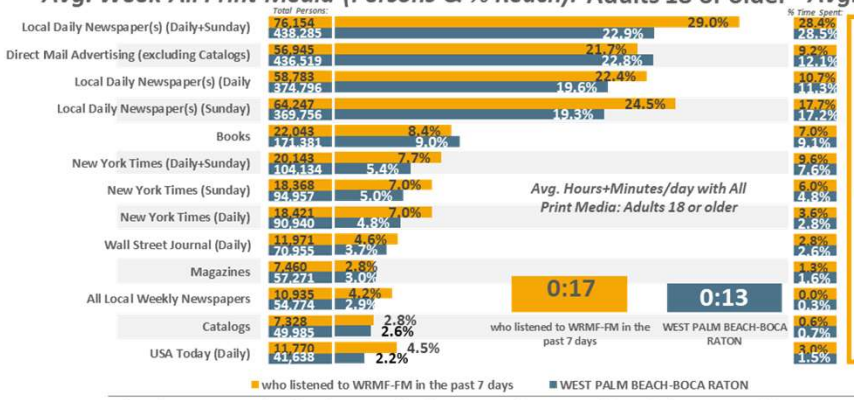
(Radio Stations: WMBX-FM)

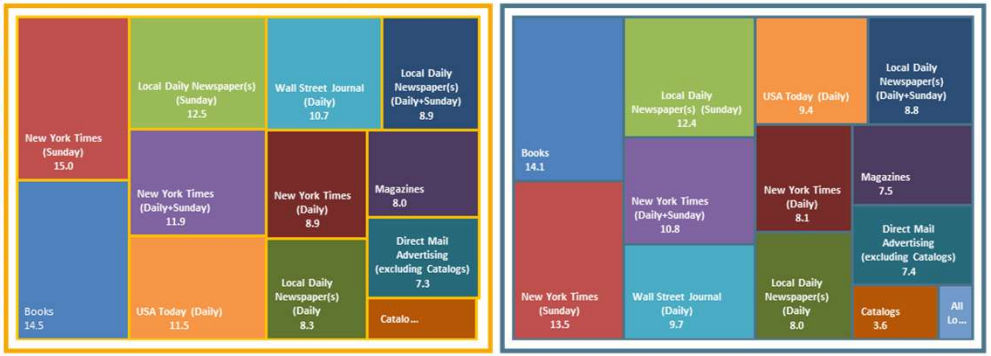
97.9 wrmf
2000's, 10's & today

76,154 or 29.% 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 8.9 minutes every day representing 30.5% of all time spent daily with All forms of Print Media.

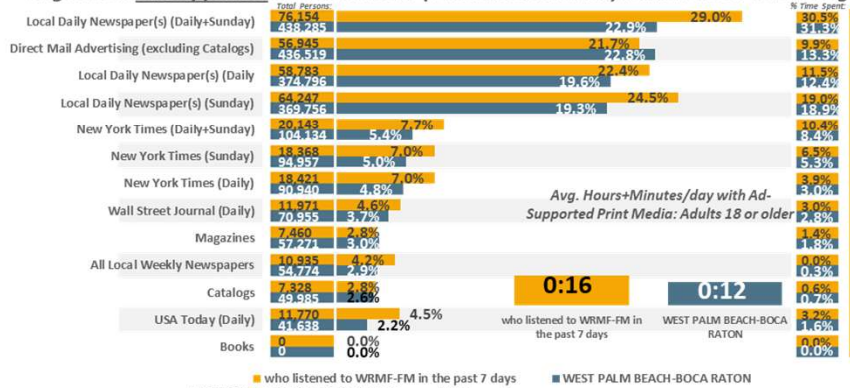
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



WEST PALM BEACH-BOCA RATON DMA

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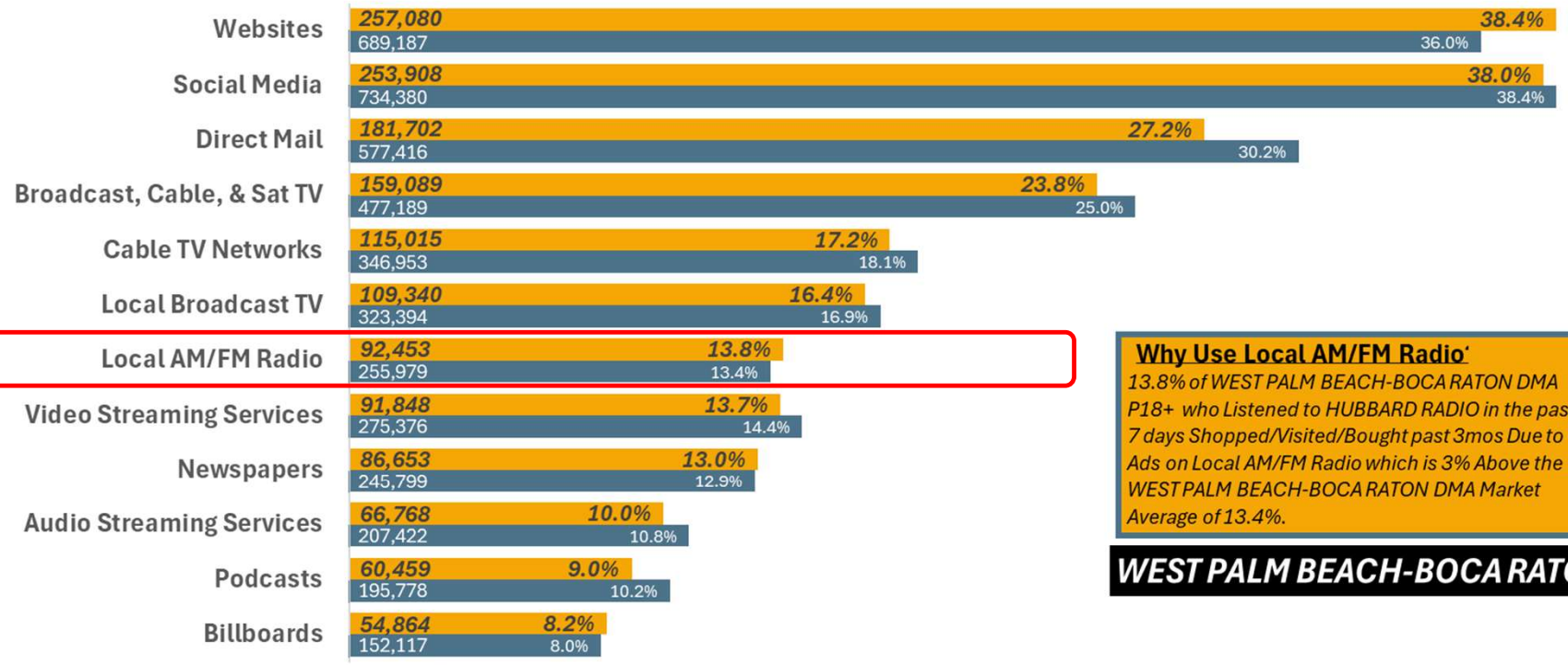
(Radio Stations: WRMF-FM)

HUBBARD RADIO

"Advertising Actions"

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



Why Use Local AM/FM Radio'

13.8% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to HUBBARD RADIO in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 886

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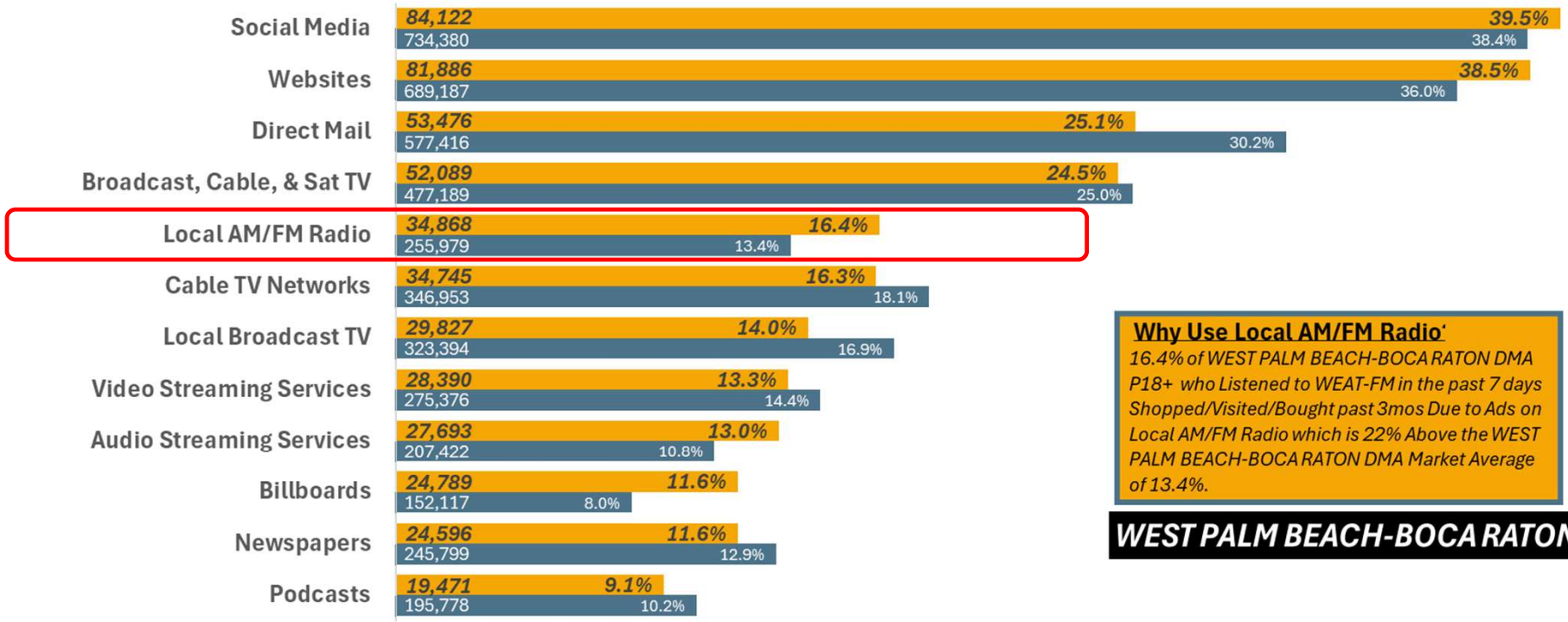
SUNNY 107.9 FM

"Advertising Actions"

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



Why Use Local AM/FM Radio

16.4% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to WEAT-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 22% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 256

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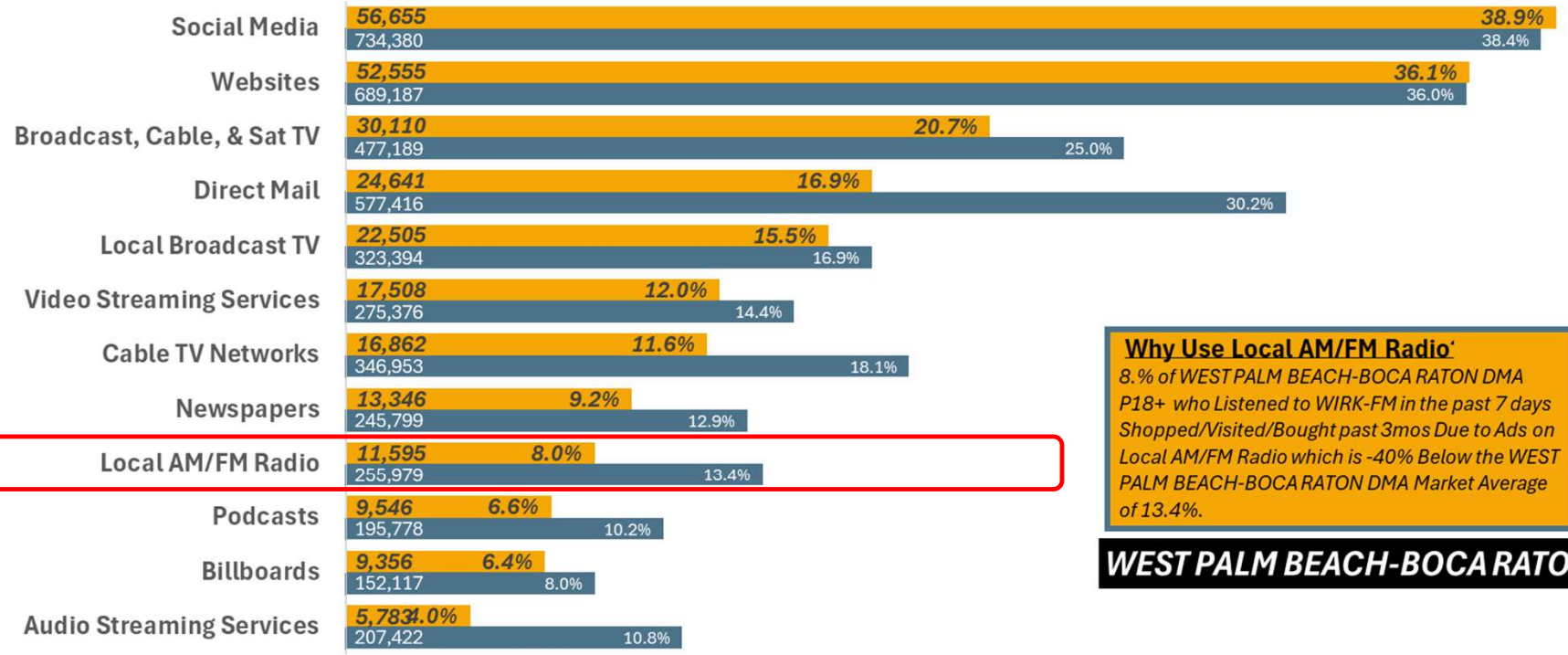
(Radio Stations: WEAT-FM)

"Advertising Actions"

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



Why Use Local AM/FM Radio'

8.% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to WIRK-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -40% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 189

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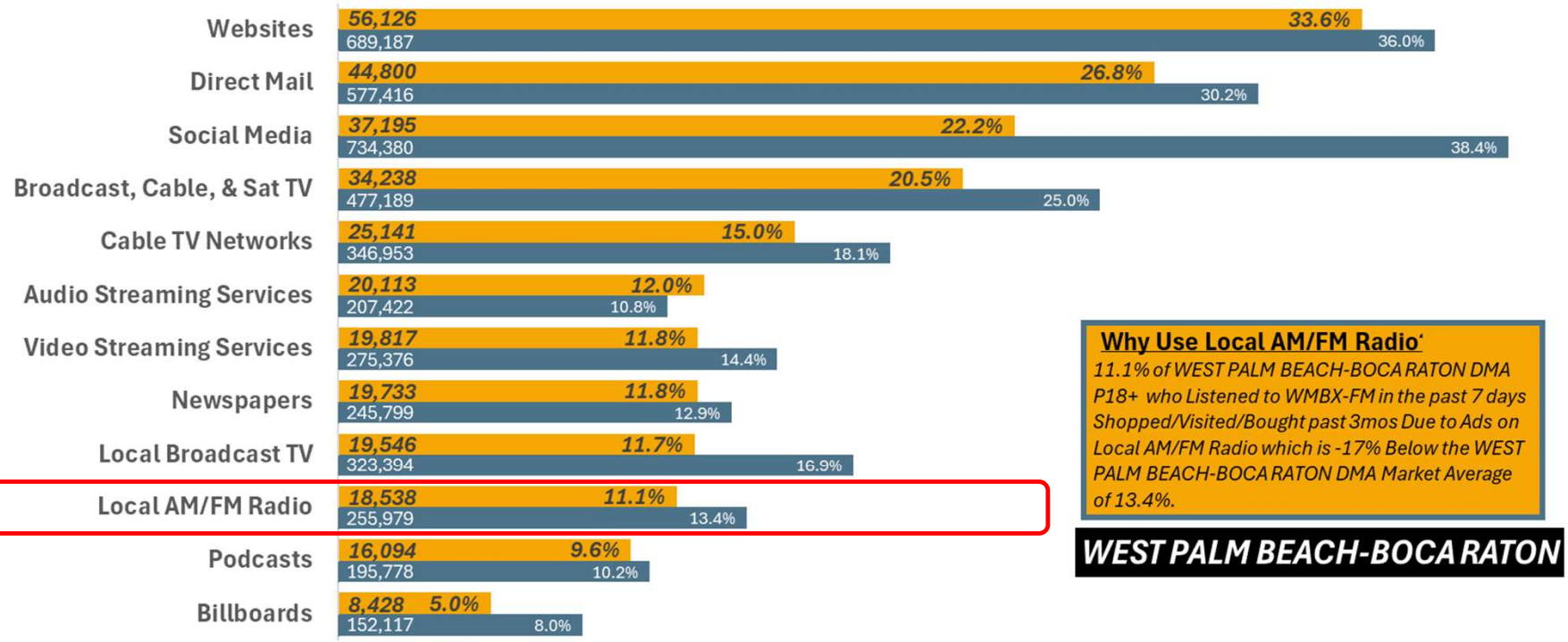
(Radio Stations: WIRK-FM)

"Advertising Actions"

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



Why Use Local AM/FM Radio'

11.1% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to WMBX-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -17% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 209

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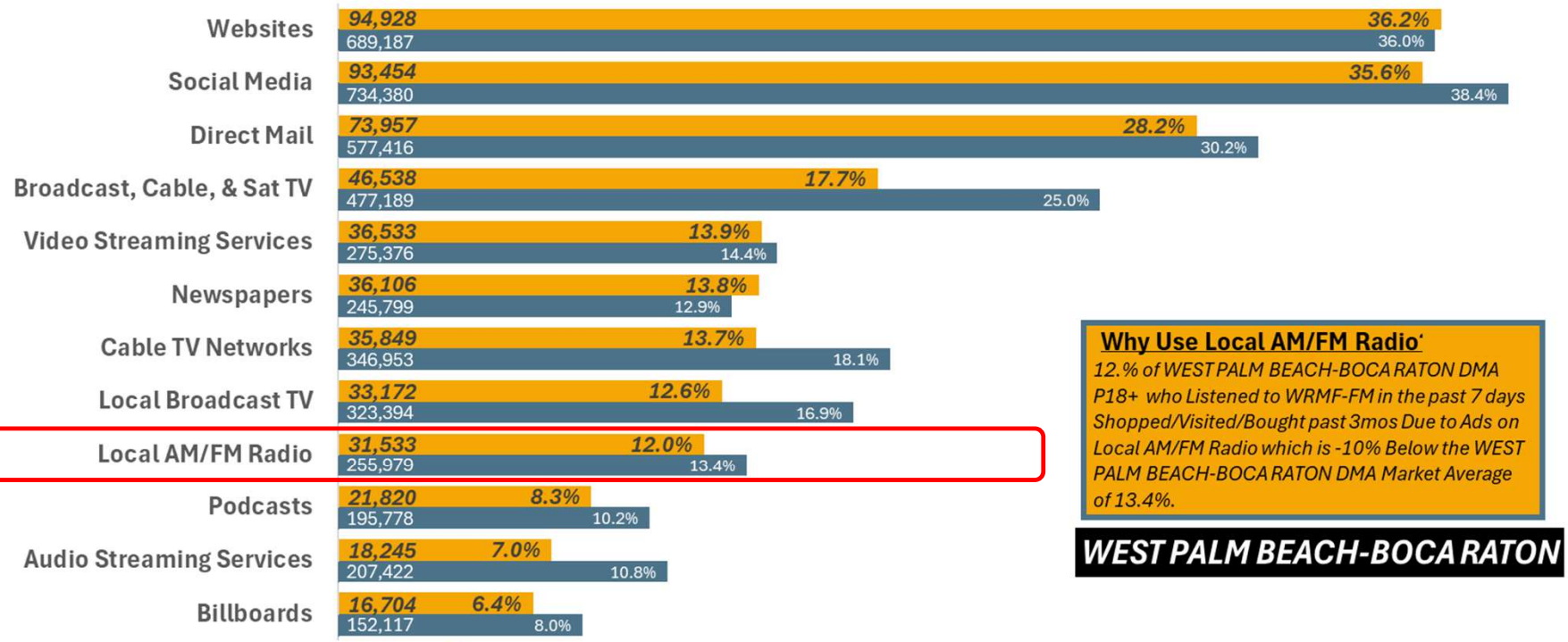
(Radio Stations: WMBX-FM)

97.9 wrmf
2000's, 10's & today

"Advertising Actions"

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



Why Use Local AM/FM Radio'

12.% of WEST PALM BEACH-BOCA RATON DMA P18+ who Listened to WRMF-FM in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -10% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 319

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(Radio Stations: WRMF-FM)