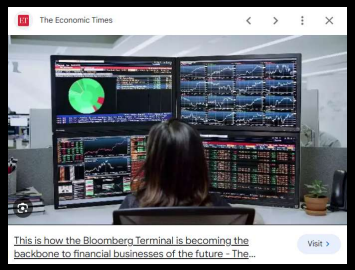
WEST PALM BEACH DMA –P18+ 5 Profiles of IHEART RADIO Listeners!

Brand New Data as of August 31, 2024!

Complete Demographic & Media Use Profiles













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

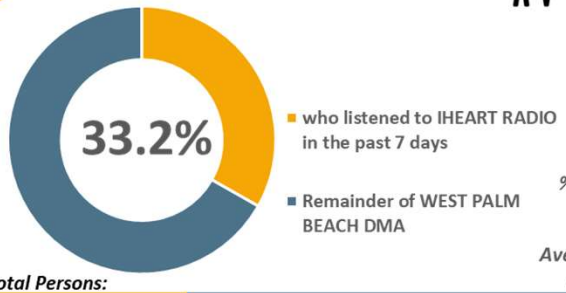
(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)
(Radio Stations: WKGR-FM)
(Radio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

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

HUBBARD BROADCASTING INC. HB INC.

33.2% or 624,063 of WEST PALM BEACH DMA Adults 18 or older listened to IHEART RADIO in the past 7 days. Typical Adults 18 or older who listened to IHEART RADIO in the past 7 days are 51.7 years old (3.6% younger than average) and have a $85,257 (12.% lower than average) annual household income.

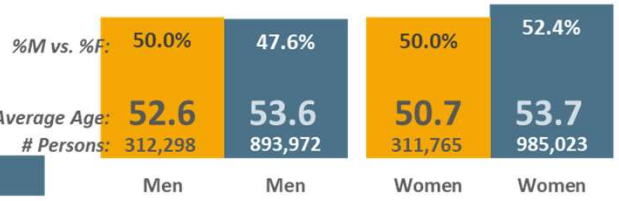
Percent of Market: Adults 18 or older



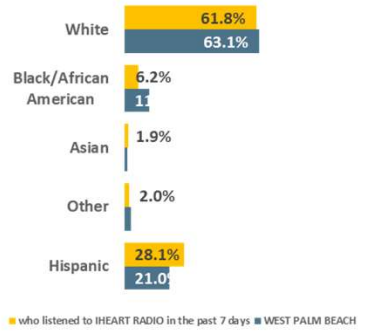
Total Persons:

624,063	1,254,932

Gender of Target vs. Market: Adults 18 or older



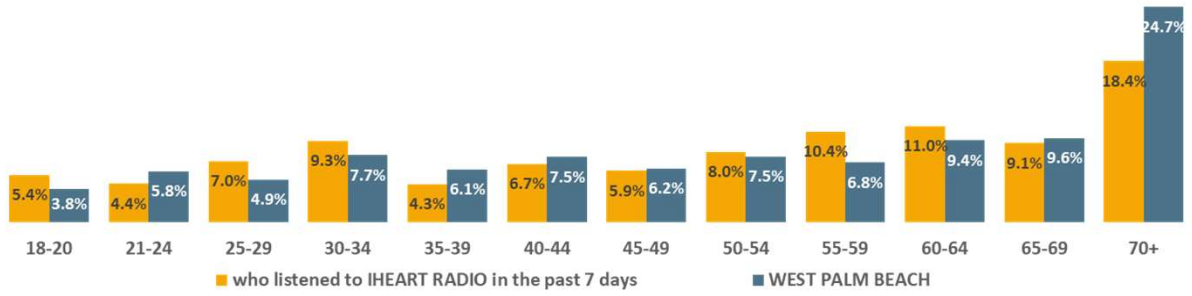
Ethnicity of Target vs. Market:



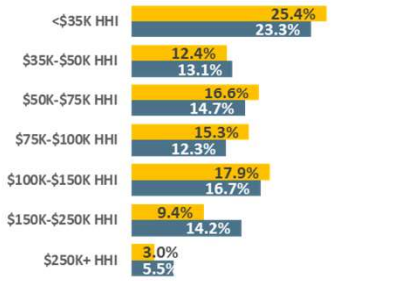
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older	51.7	53.6
	who listened to IHEART RADIO in the past 7 days	WEST PALM BEACH



HHI of Target vs. Market:



Avg HHI:	$85,257	$96,915

WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 872

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

GATER 98.7fm

10.8% or 203,113 of WEST PALM BEACH DMA Adults 18 or older listened to WKGR-FM in the past 7 days. Typical Adults 18 or older who listened to WKGR-FM in the past 7 days are 51.8 years old (3.4% younger than average) and have a $90,765 (6.3% lower than average) annual household income.

Percent of Market: Adults 18 or older

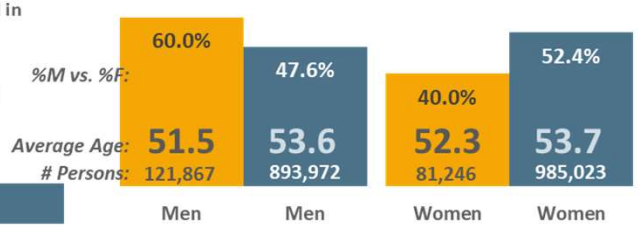


- who listened to WKGR-FM in the past 7 days
- Remainder of WEST PALM BEACH DMA

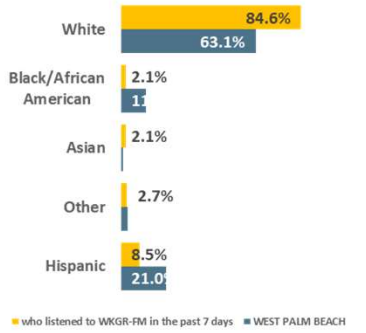
Total Persons:



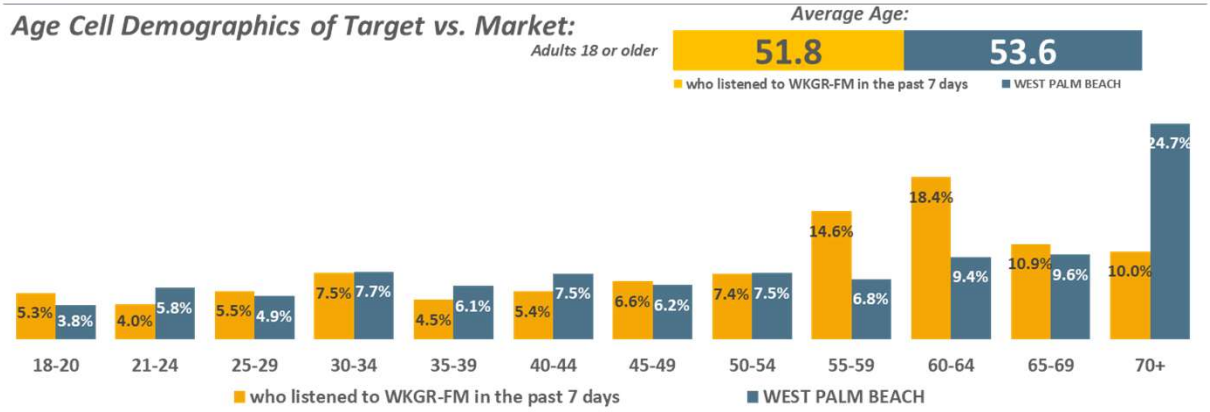
Gender of Target vs. Market: Adults 18 or older



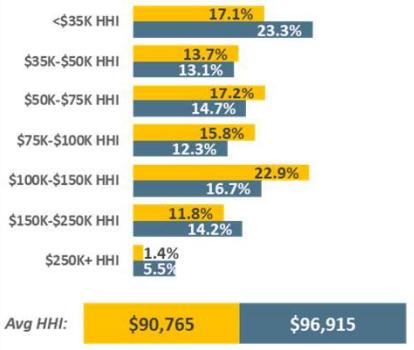
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 290

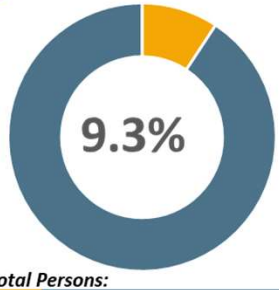
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(Radio Stations: WKGR-FM)

WILD 95.5
THE PALM BEACHES #1 HIT MUSIC STATION

9.3% or 173,821 of WEST PALM BEACH DMA Adults 18 or older listened to WLDI-FM in the past 7 days. Typical Adults 18 or older who listened to WLDI-FM in the past 7 days are 40.6 years old (24.3% younger than average) and have a $81,615 (15.8% lower than average) annual household income.

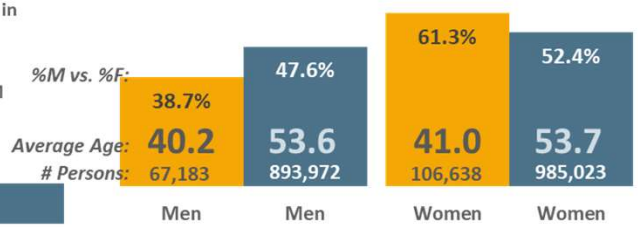
Percent of Market: Adults 18 or older



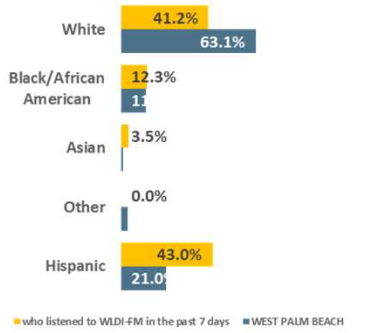
Total Persons:



Gender of Target vs. Market: Adults 18 or older

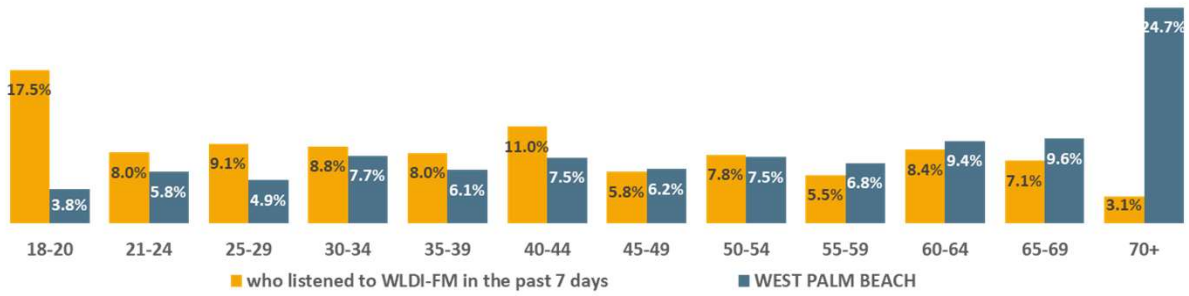


Ethnicity of Target vs. Market:

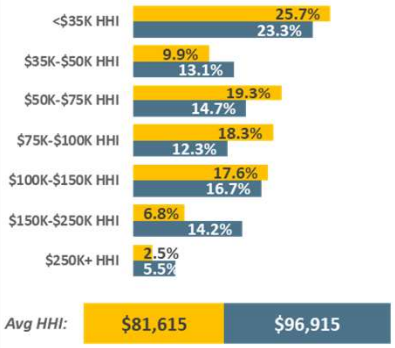


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



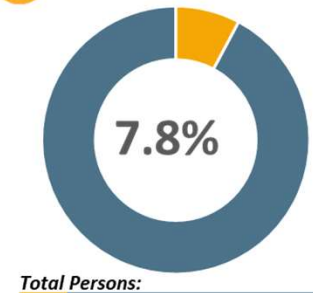
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 211

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(Radio Stations: WLDI-FM)

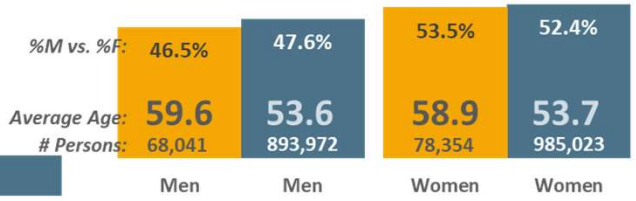
7.8% or 146,395 of WEST PALM BEACH DMA Adults 18 or older listened to WOLL-FM in the past 7 days. Typical Adults 18 or older who listened to WOLL-FM in the past 7 days are 59.2 years old (10.4% older than average) and have a $88,718 (8.5% lower than average) annual household income.

Percent of Market: Adults 18 or older

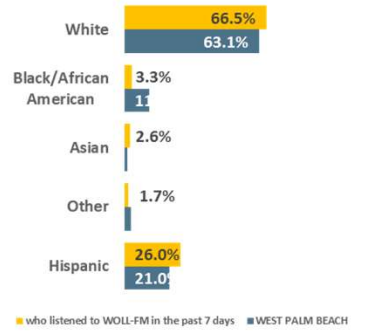


Total Persons: 146,395 | 1,732,600

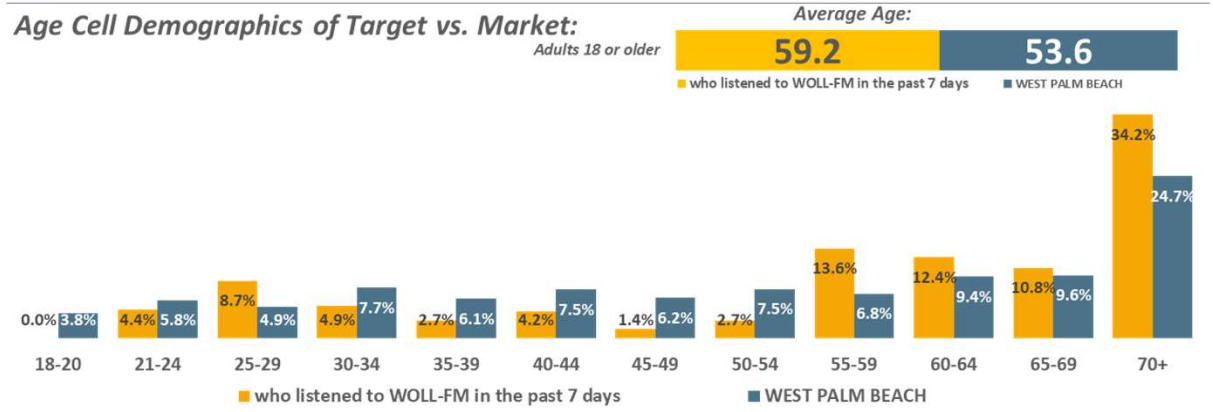
Gender of Target vs. Market: Adults 18 or older



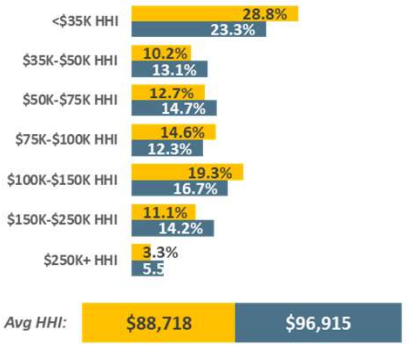
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



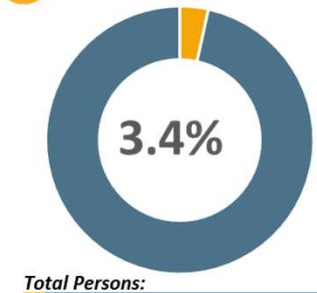
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 210

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(Radio Stations: WOLL-FM)

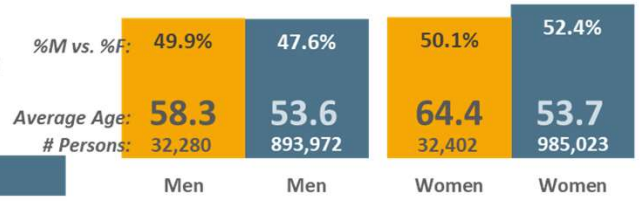
3.4% or 64,682 of WEST PALM BEACH DMA Adults 18 or older listened to WQOL-FM in the past 7 days. Typical Adults 18 or older who listened to WQOL-FM in the past 7 days are 60.1 years old (12.1% older than average) and have a $77,156 (20.4% lower than average) annual household income.

Percent of Market: Adults 18 or older

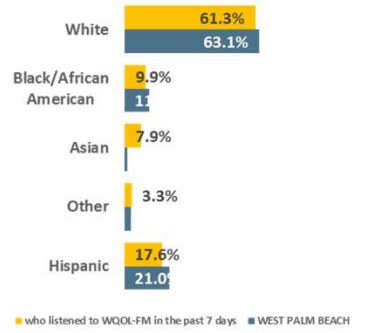


Total Persons:
64,682 | 1,814,313

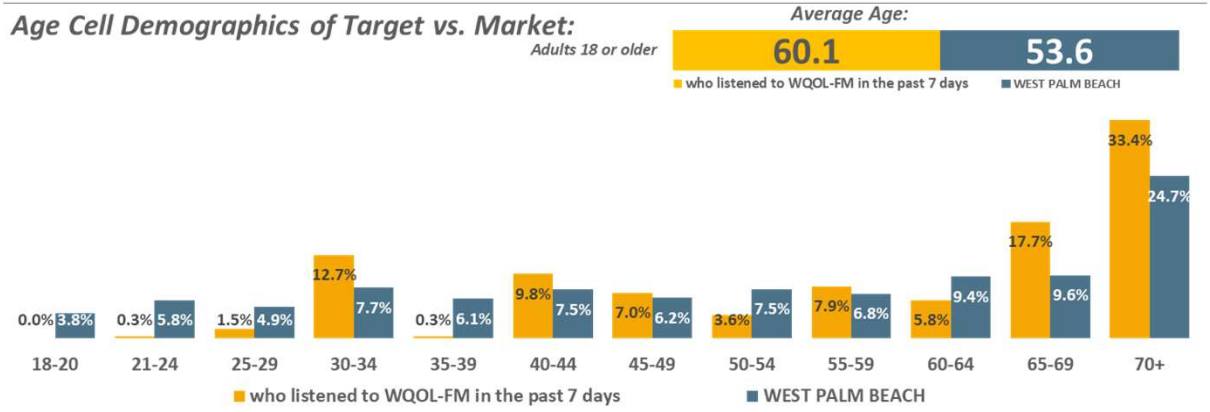
Gender of Target vs. Market: Adults 18 or older



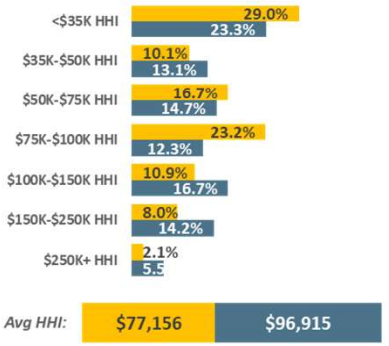
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



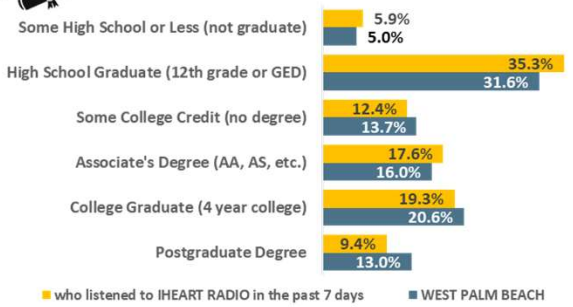
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

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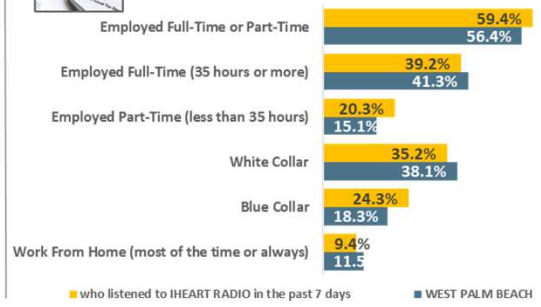
(Radio Stations: WQOL-FM)

33.2% or 624,063 of WEST PALM BEACH DMA Adults 18 or older listened to IHEART RADIO in the past 7 days. Adults 18 or older who listened to IHEART RADIO in the past 7 days are 14.5% less likely to be a college graduate, 5.1% less likely to work full-time, 7.5% less likely to be married, .5% more likely to be a parent of 1 or more children under 18.

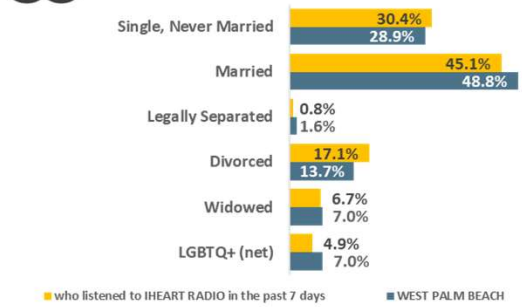
Education Levels: Adults 18 or older



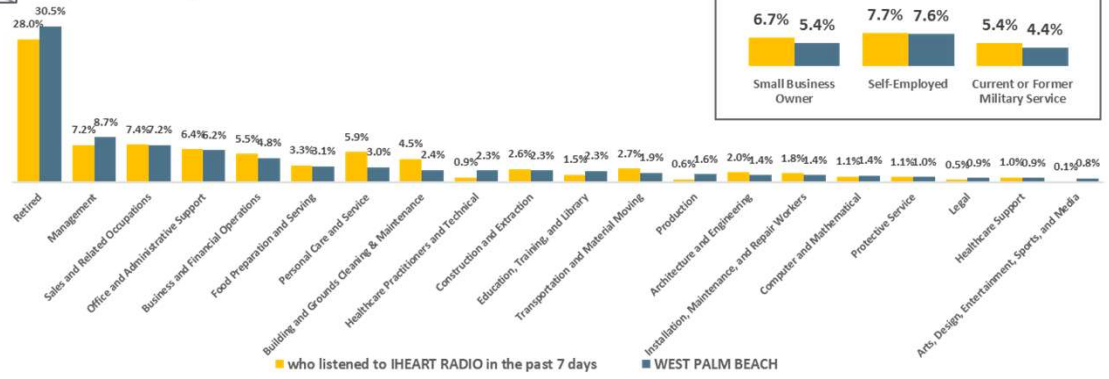
Employment: Adults 18 or older



Marital Status: Adults 18 or older

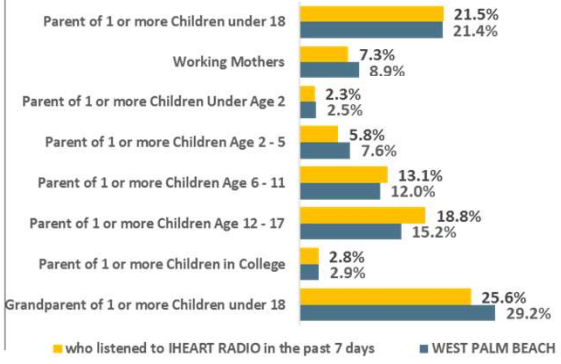


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 872

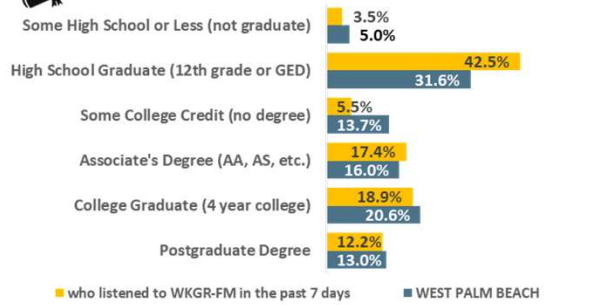
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR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

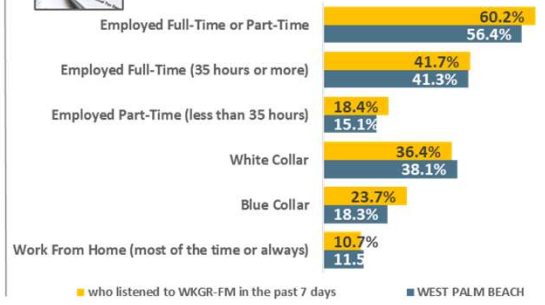
GATER 98.7fm

10.8% or 203,113 of WEST PALM BEACH DMA Adults 18 or older listened to WKGR-FM in the past 7 days. Adults 18 or older who listened to WKGR-FM in the past 7 days are 7.5% less likely to be a college graduate, 1.2% more likely to work full-time, 17.9% less likely to be married, 15.5% less likely to be a parent of 1 or more children under 18.

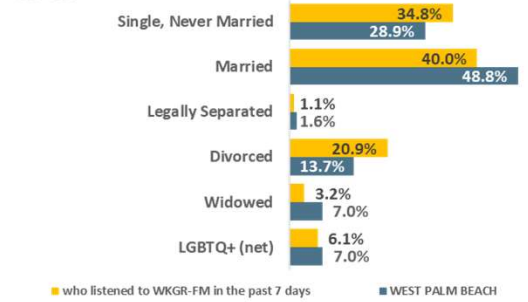
Education Levels: Adults 18 or older



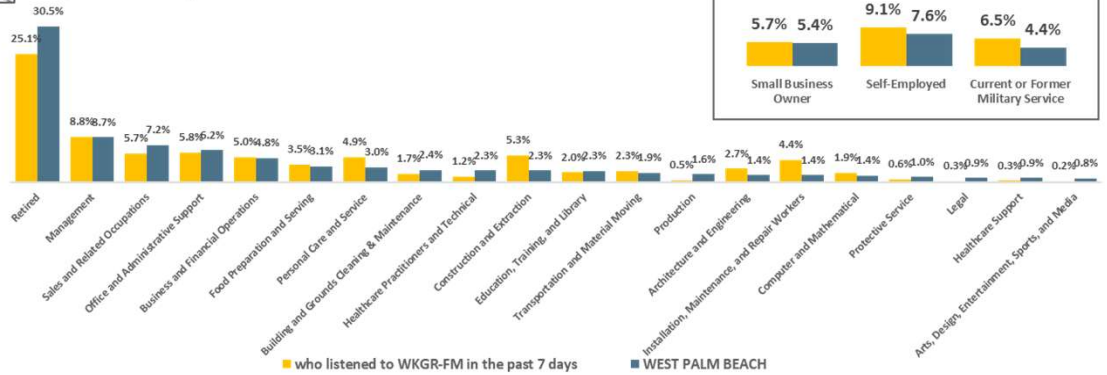
Employment: Adults 18 or older



Marital Status: Adults 18 or older

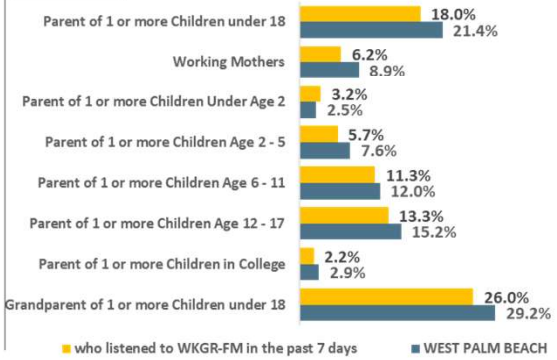


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 290

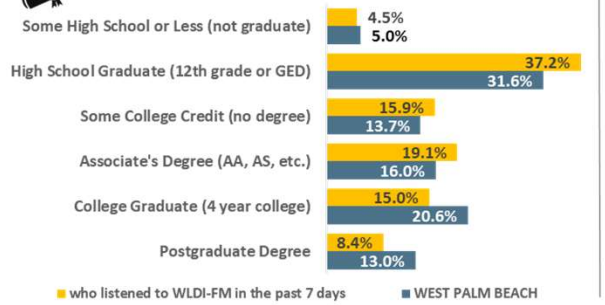
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(Radio Stations: WKGR-FM)

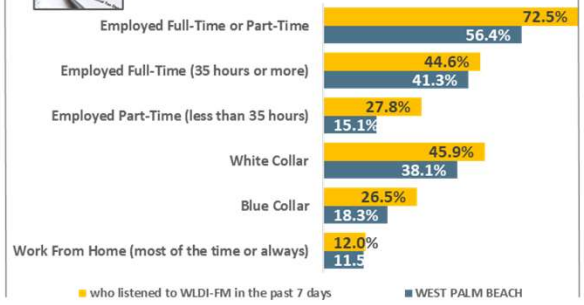
WILD 95.5
THE PALM BEACHES #1 HIT MUSIC STATION

9.3% or 173,821 of WEST PALM BEACH DMA Adults 18 or older listened to WLDI-FM in the past 7 days. Adults 18 or older who listened to WLDI-FM in the past 7 days are 30.4% less likely to be a college graduate, 8.1% more likely to work full-time, 26.9% less likely to be married, 28.7% more likely to be a parent of 1 or more children under 18.

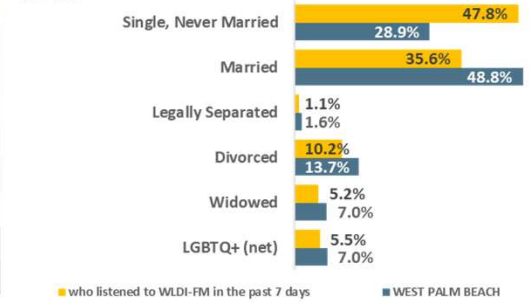
Education Levels: Adults 18 or older



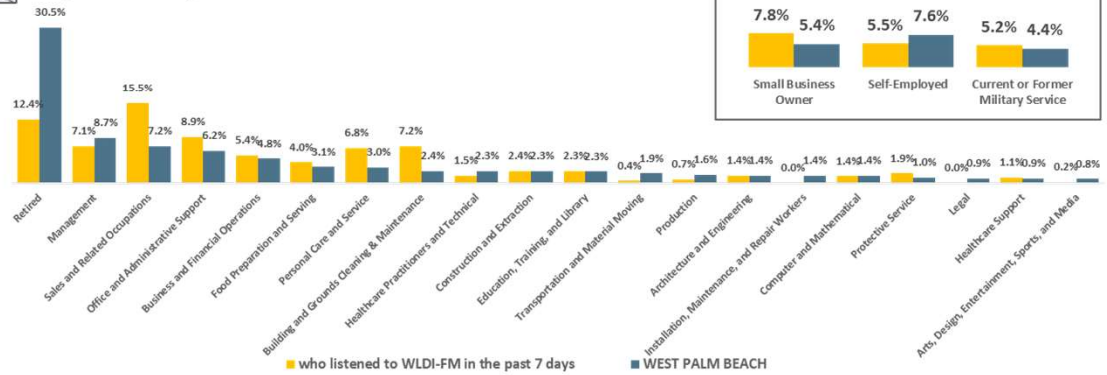
Employment: Adults 18 or older



Marital Status: Adults 18 or older

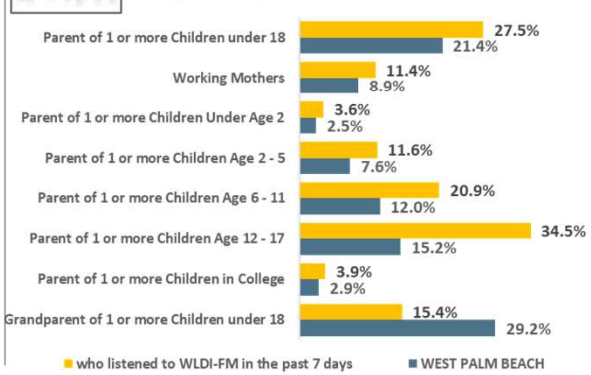


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 211

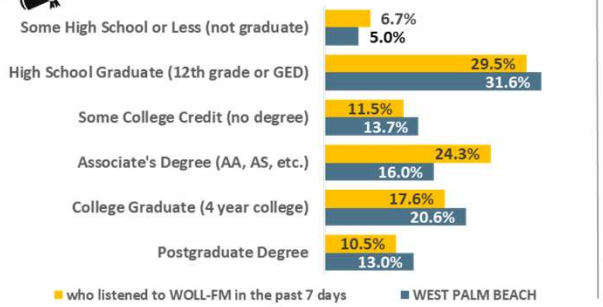
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(Radio Stations: WLDI-FM)

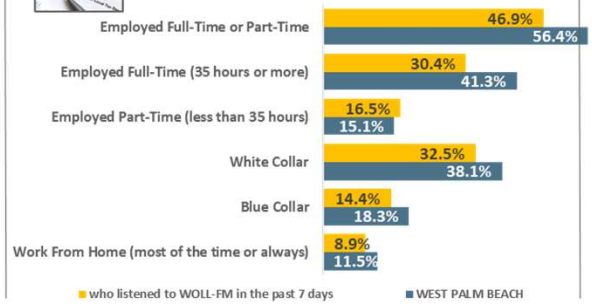
TODAY'S KOOL 105.5

7.8% or 146,395 of WEST PALM BEACH DMA Adults 18 or older listened to WOLL-FM in the past 7 days. Adults 18 or older who listened to WOLL-FM in the past 7 days are 16.6% less likely to be a college graduate, 26.3% less likely to work full-time, .7% less likely to be married, 57.% less likely to be a parent of 1 or more children under 18.

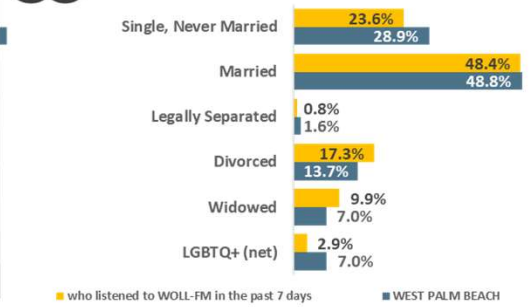
Education Levels: Adults 18 or older



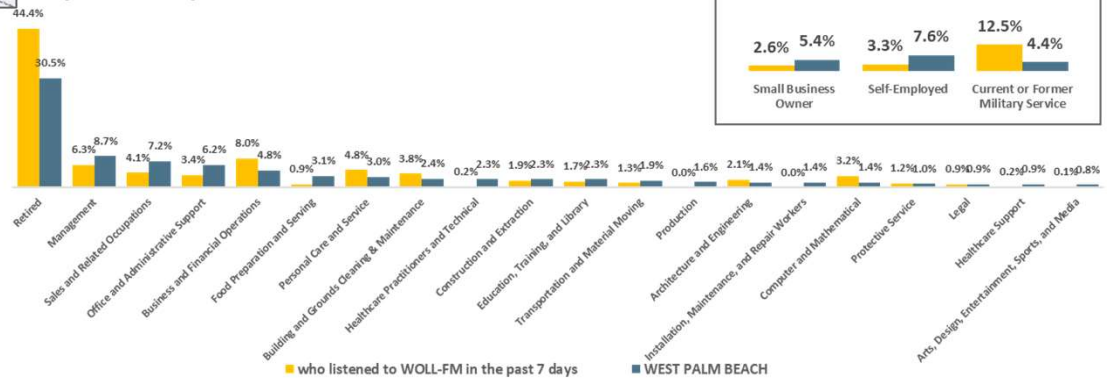
Employment: Adults 18 or older



Marital Status: Adults 18 or older

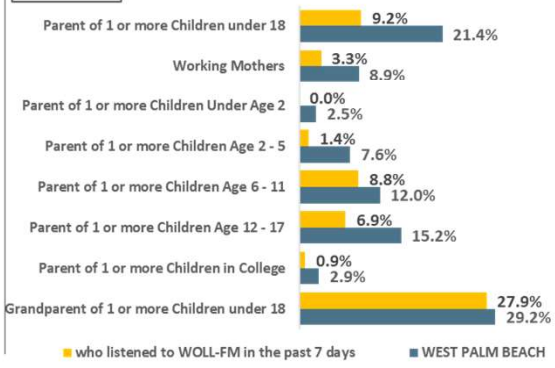


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



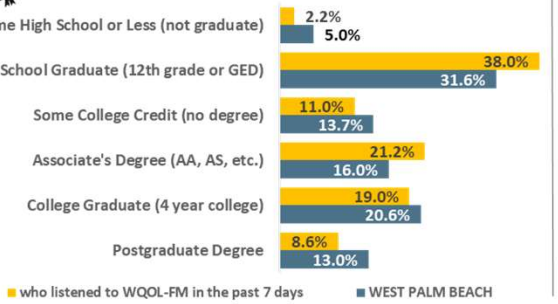
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 210

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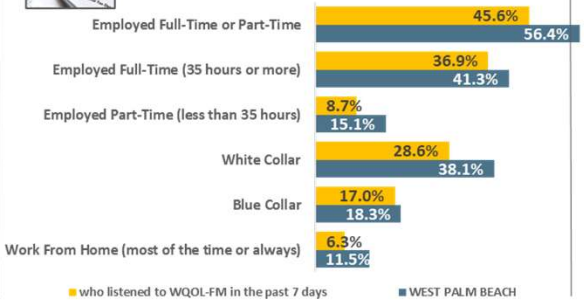
(Radio Stations: WOLL-FM)

3.4% or 64,682 of WEST PALM BEACH DMA Adults 18 or older listened to WQOL-FM in the past 7 days. Adults 18 or older who listened to WQOL-FM in the past 7 days are 17.9% less likely to be a college graduate, 10.7% less likely to work full-time, 3.9% more likely to be married, 72.3% less likely to be a parent of 1 or more children under 18.

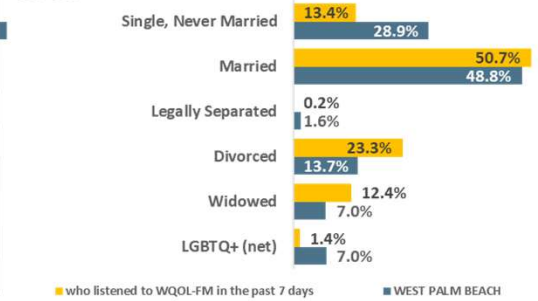
Education Levels: Adults 18 or older



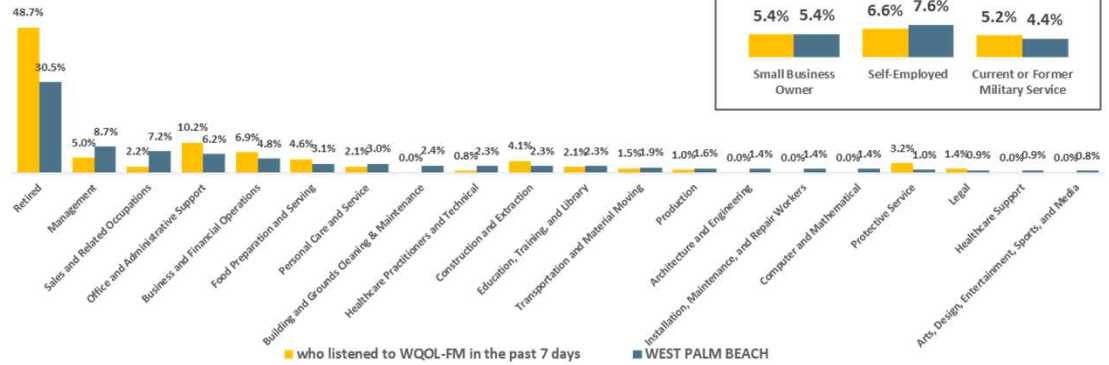
Employment: Adults 18 or older



Marital Status: Adults 18 or older

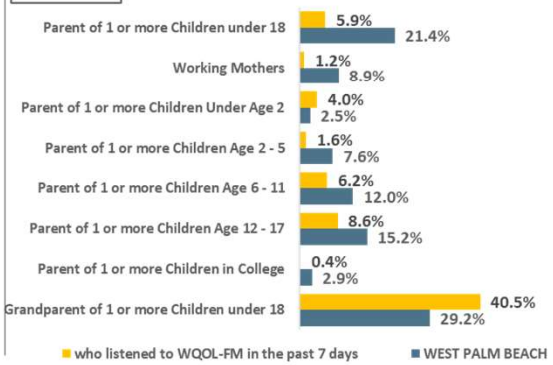


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



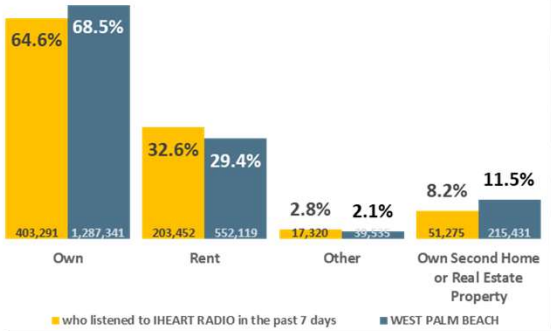
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

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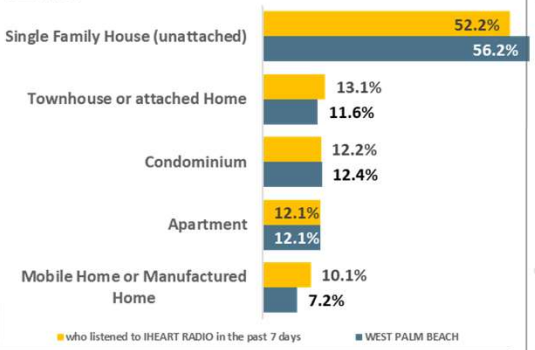
(Radio Stations: WQOL-FM)

33.2% or 624,063 of WEST PALM BEACH DMA Adults 18 or older listened to IHEART RADIO in the past 7 days. Adults 18 or older who listened to IHEART RADIO in the past 7 days are 5.7% less likely to own their home, 14.2% more likely to own a lower valued home, 7.1% less likely to have a single-family home, 5.6% more likely to have a dog.

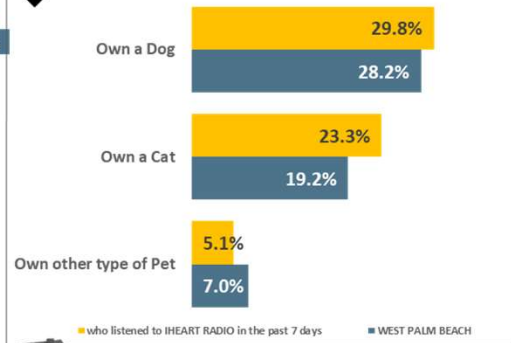
Own/Rent/Other: Adults 18 or older



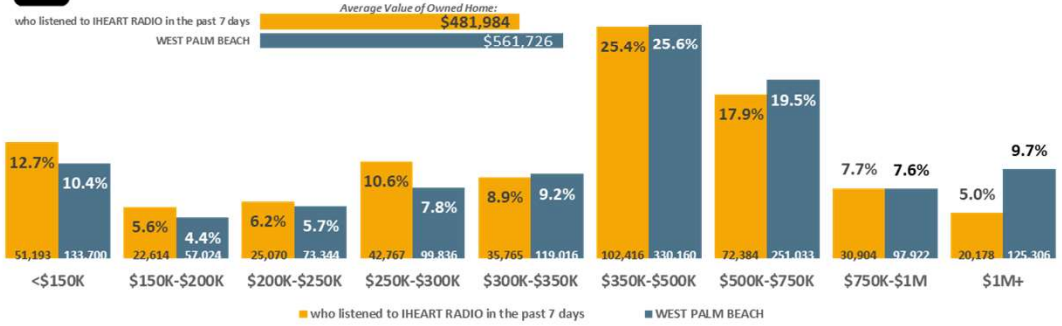
Type of Home: Adults 18 or older



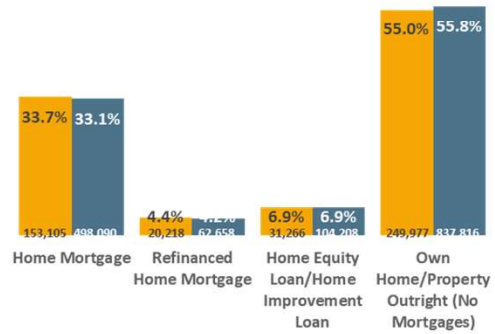
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 872

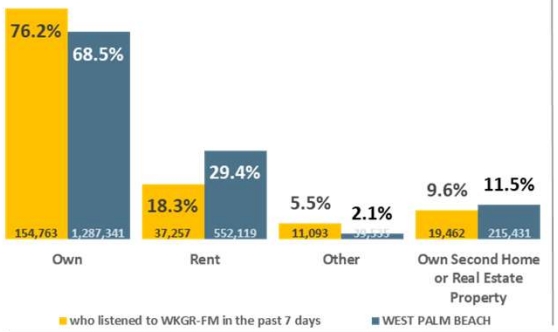
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR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

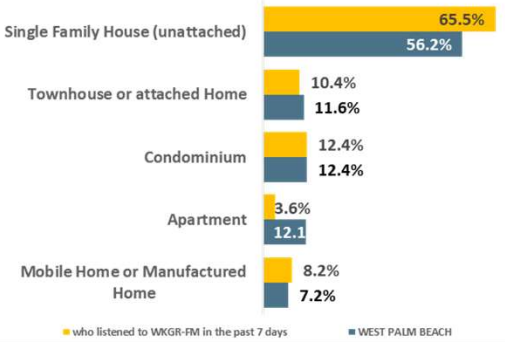
GATER 98.7fm

10.8% or 203,113 of WEST PALM BEACH DMA Adults 18 or older listened to WKGR-FM in the past 7 days. Adults 18 or older who listened to WKGR-FM in the past 7 days are 11.2% more likely to own their home, 16.6% more likely to own a lower valued home, 16.5% more likely to have a single-family home, 11.% more likely to have a dog.

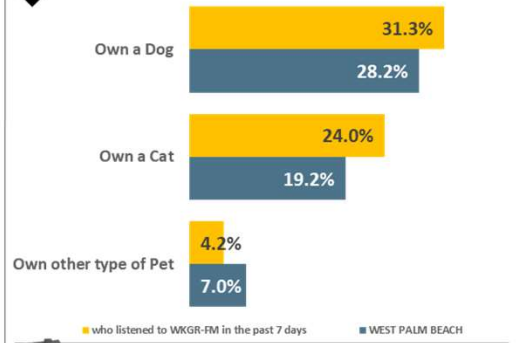
Own/Rent/Other: Adults 18 or older



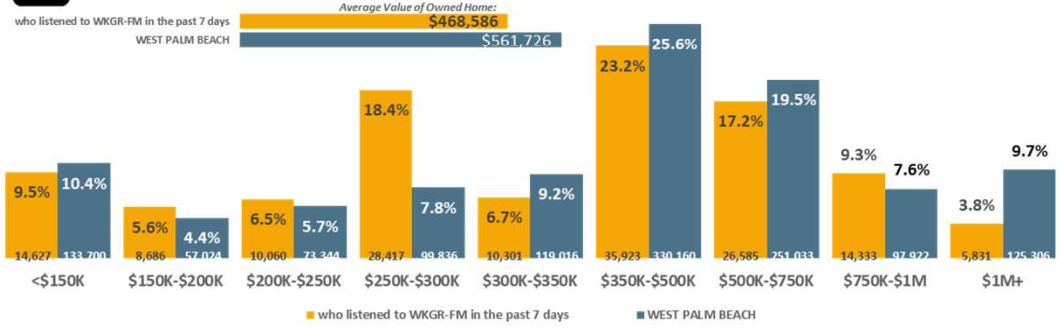
Type of Home: Adults 18 or older



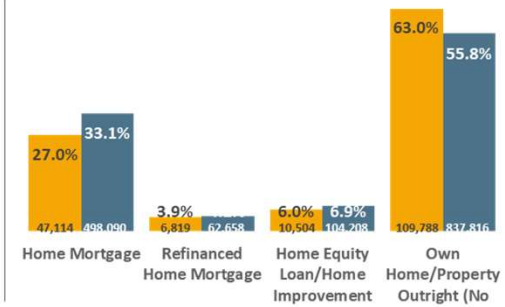
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 290

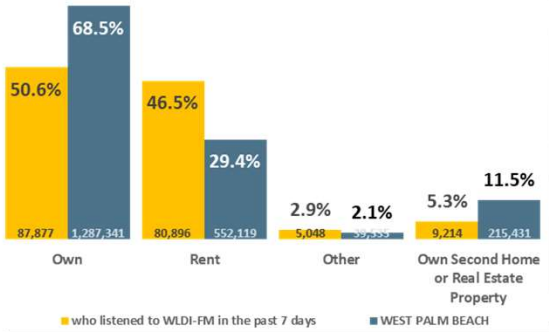
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(Radio Stations: WKGR-FM)

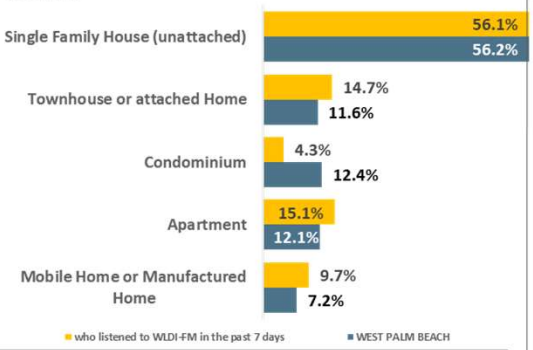
WILD 95.5
THE PALM BEACHES #1 HIT MUSIC STATION

9.3% or 173,821 of WEST PALM BEACH DMA Adults 18 or older listened to WLDI-FM in the past 7 days. Adults 18 or older who listened to WLDI-FM in the past 7 days are 26.2% less likely to own their home, 11.8% more likely to own a lower valued home, .1% less likely to have a single-family home, 24.9% more likely to have a dog.

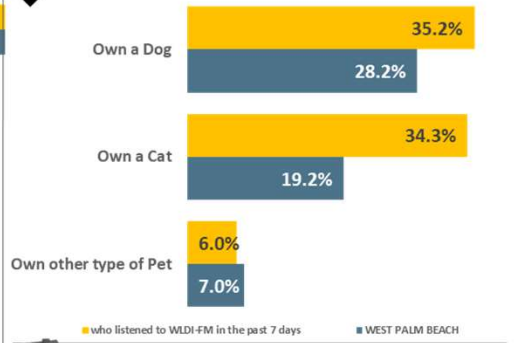
Own/Rent/Other: Adults 18 or older



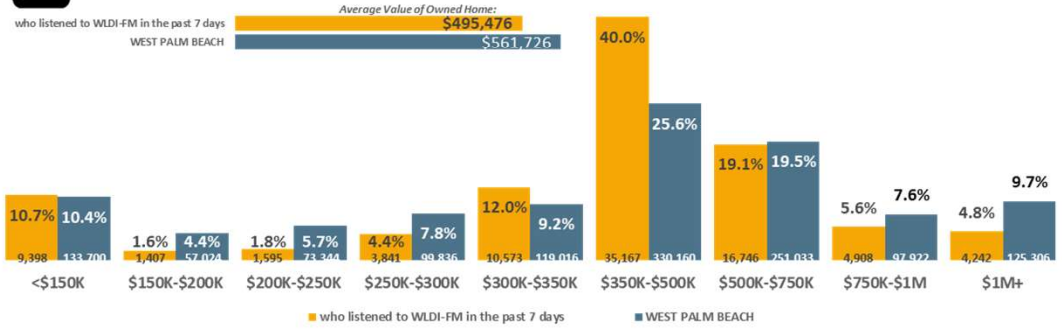
Type of Home: Adults 18 or older



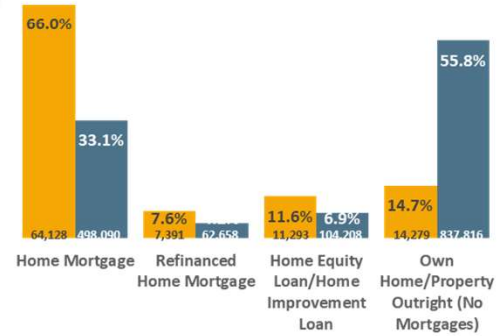
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 211

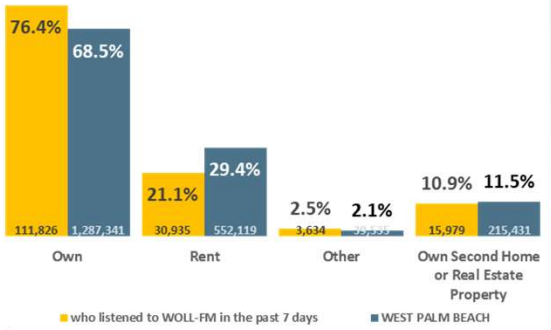
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(Radio Stations: WLDI-FM)

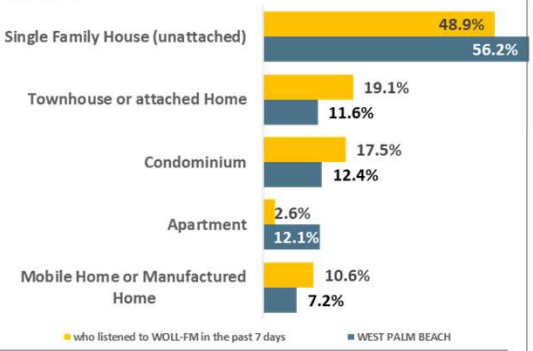
TODAY'S KOOL 105.5

7.8% or 146,395 of WEST PALM BEACH DMA Adults 18 or older listened to WOLL-FM in the past 7 days. Adults 18 or older who listened to WOLL-FM in the past 7 days are 11.5% more likely to own their home, 20.3% more likely to own a lower valued home, 12.9% less likely to have a single-family home, 7.4% less likely to have a dog.

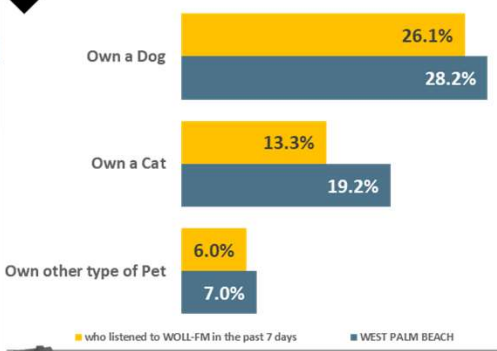
Own/Rent/Other: Adults 18 or older



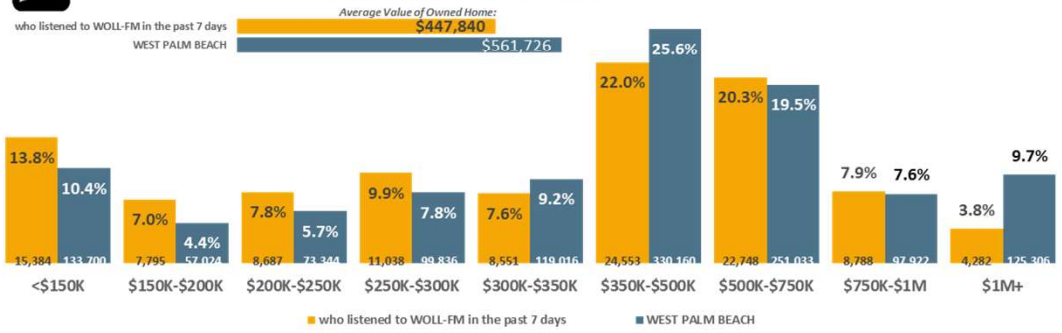
Type of Home: Adults 18 or older



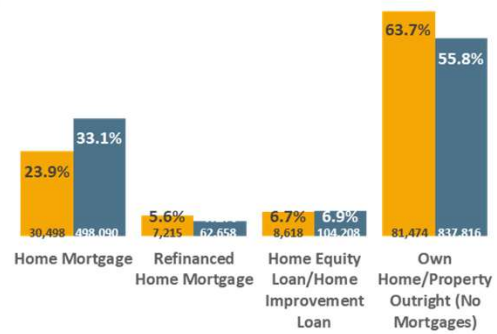
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



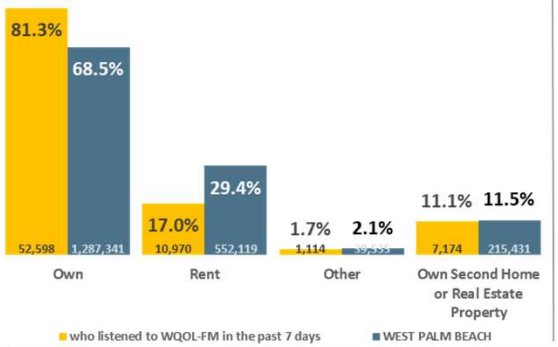
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 210

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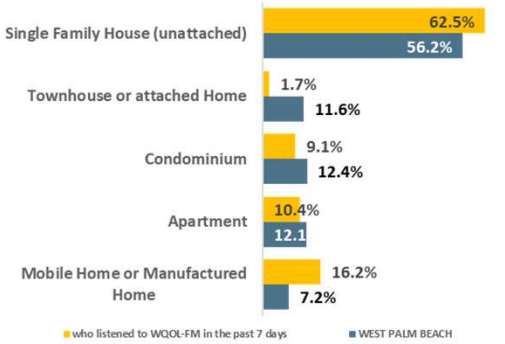
(Radio Stations: WOLL-FM)

3.4% or 64,682 of WEST PALM BEACH DMA Adults 18 or older listened to WQOL-FM in the past 7 days. Adults 18 or older who listened to WQOL-FM in the past 7 days are 18.7% more likely to own their home, 32.3% more likely to own a lower valued home, 11.3% more likely to have a single-family home, 46.1% less likely to have a dog.

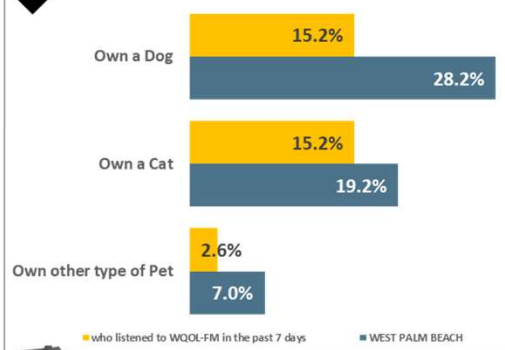
Own/Rent/Other: Adults 18 or older



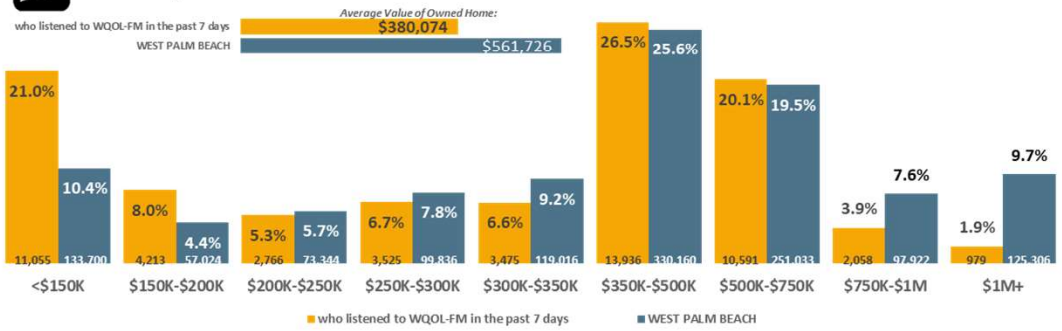
Type of Home: Adults 18 or older



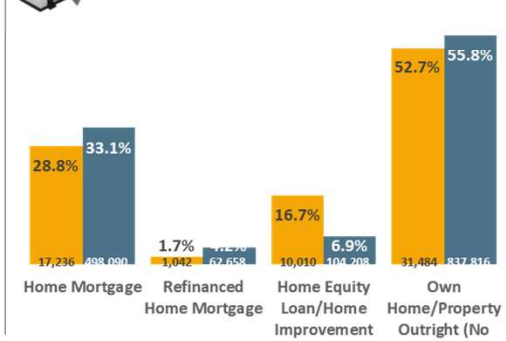
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



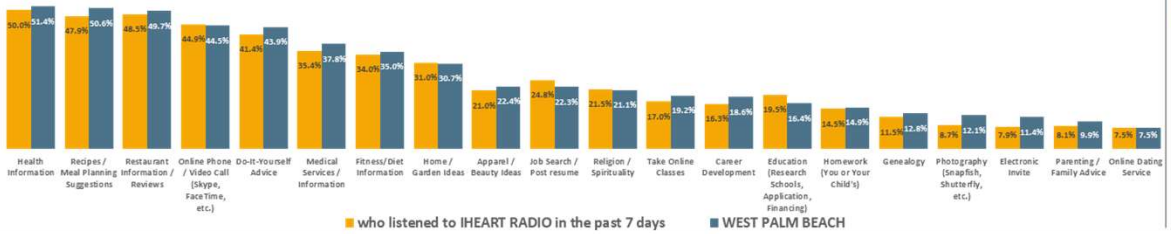
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

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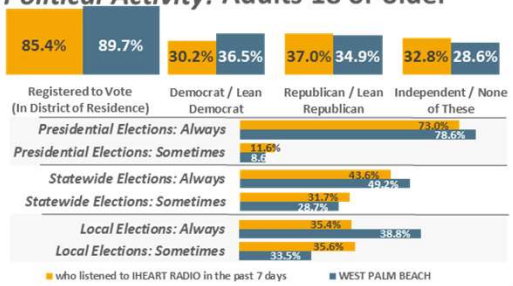
(Radio Stations: WQOL-FM)

33.2% or 624,063 of WEST PALM BEACH DMA Adults 18 or older listened to IHEART RADIO in the past 7 days. Adults 18 or older who listened to IHEART RADIO in the past 7 days are 5.7% less likely to look up D-I-Y advice online, 8.6% less likely to always vote in local elections, 5.5% more likely to belong to a gym, 2.3% less likely to fly domestic past yr.

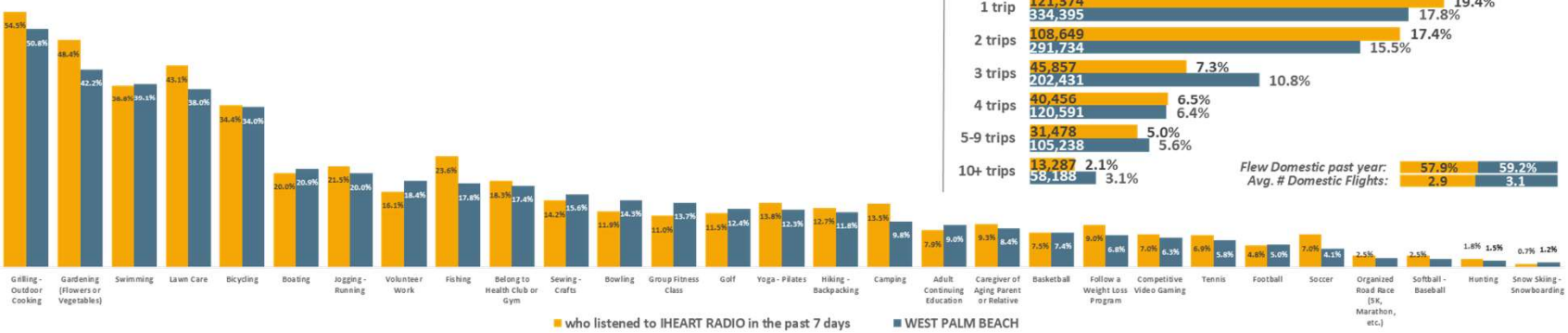
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 872

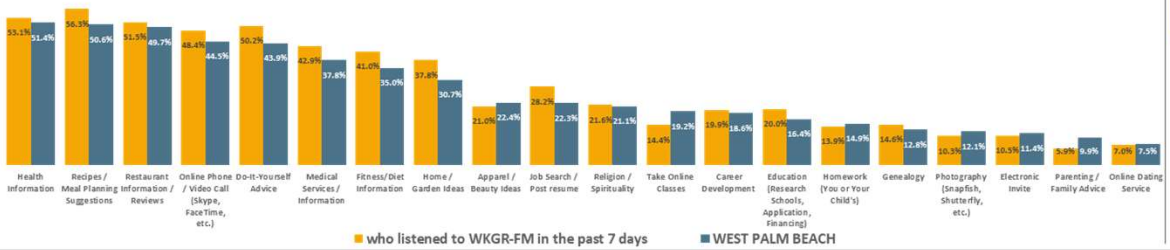
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR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

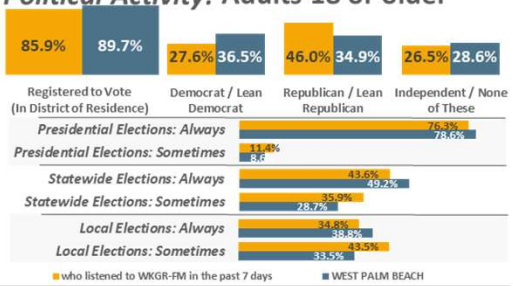
GATER 98.7fm

10.8% or 203,113 of WEST PALM BEACH DMA Adults 18 or older listened to WKGR-FM in the past 7 days. Adults 18 or older who listened to WKGR-FM in the past 7 days are 14.4% more likely to look up D-I-Y advice online, 10.2% less likely to always vote in local elections, 27.% less likely to belong to a gym, 8.8% less likely to fly domestic past yr.

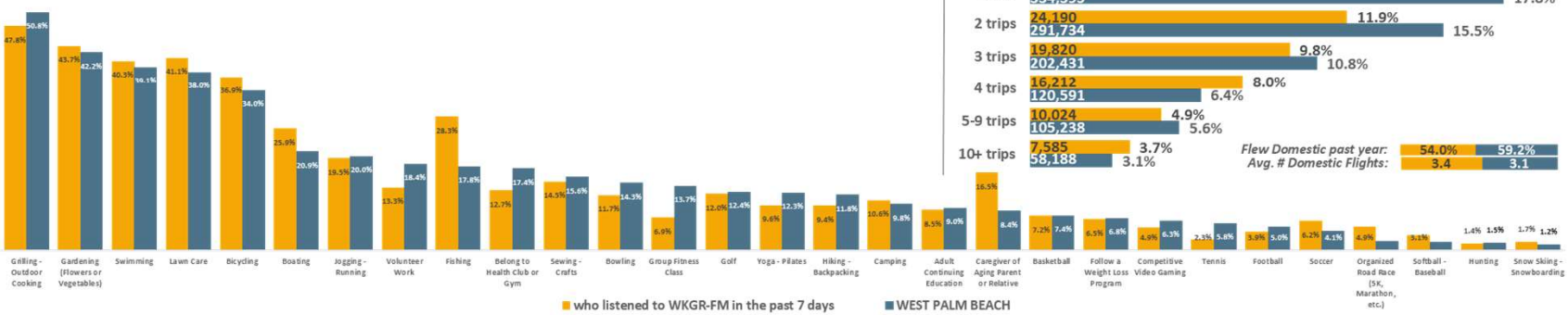
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 290

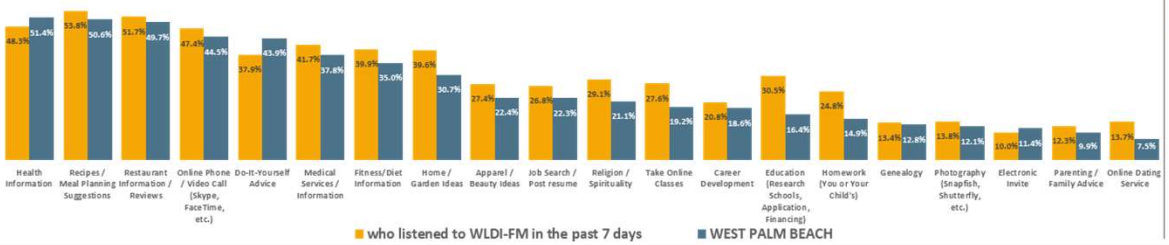
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(Radio Stations: WKGR-FM)

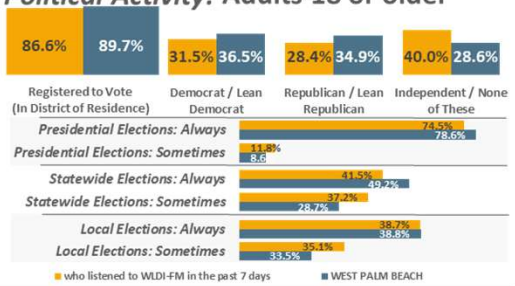
WILD 95.5
THE PALM BEACHES #1 HIT MUSIC STATION

9.3% or 173,821 of WEST PALM BEACH DMA Adults 18 or older listened to WLDI-FM in the past 7 days. Adults 18 or older who listened to WLDI-FM in the past 7 days are 13.6% less likely to look up D-I-Y advice online, .1% less likely to always vote in local elections, 6.5% more likely to belong to a gym, 3.8% less likely to fly domestic past yr.

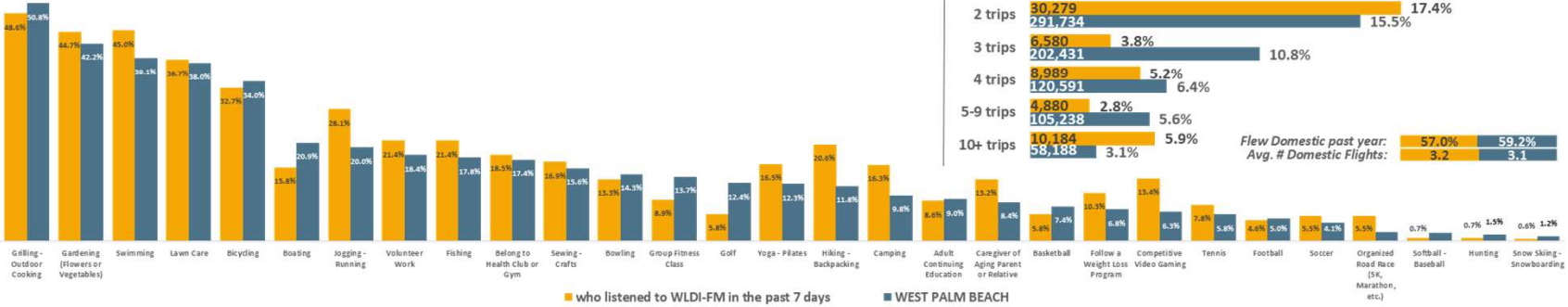
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

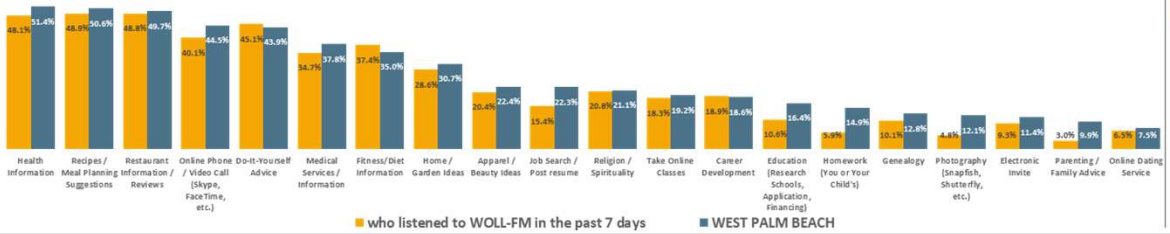
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 211

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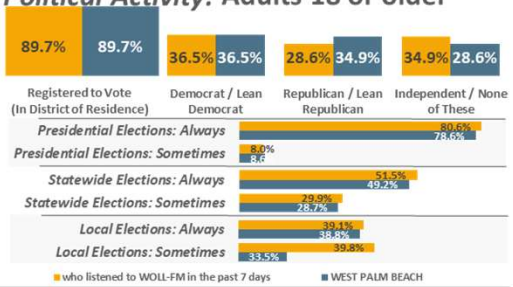
(Radio Stations: WLDI-FM)

7.8% or 146,395 of WEST PALM BEACH DMA Adults 18 or older listened to WOLL-FM in the past 7 days. Adults 18 or older who listened to WOLL-FM in the past 7 days are 2.7% more likely to look up D-I-Y advice online, .7% more likely to always vote in local elections, 4.4% less likely to belong to a gym, 2.8% less likely to fly domestic past yr.

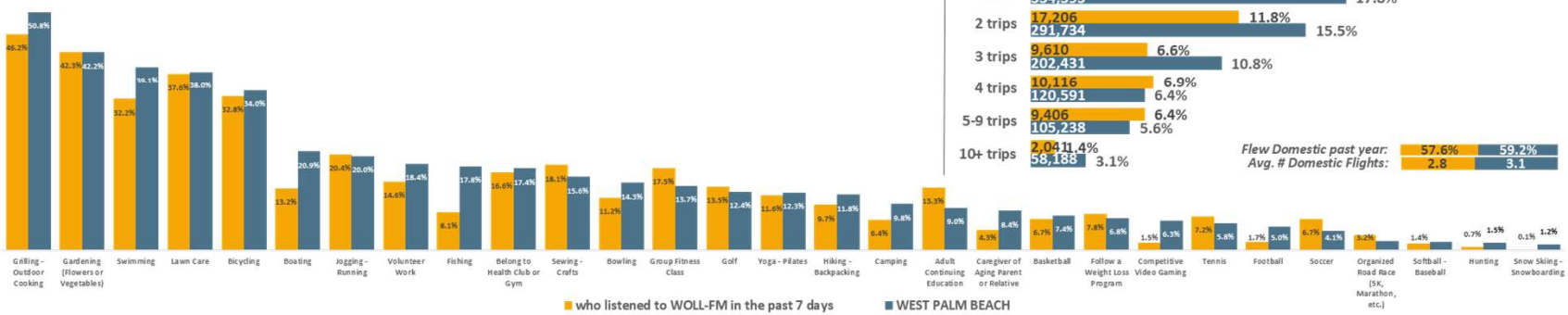
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

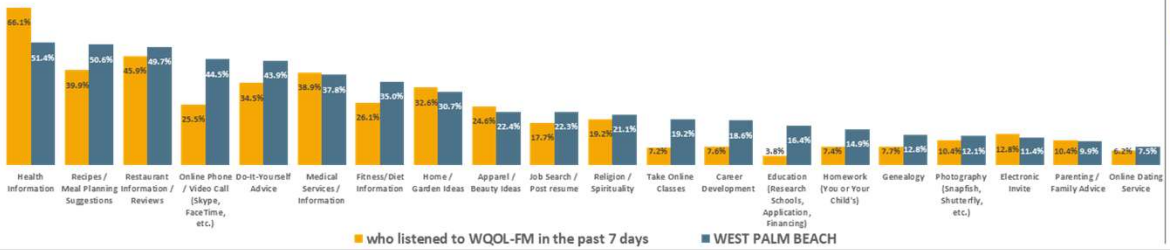
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 210

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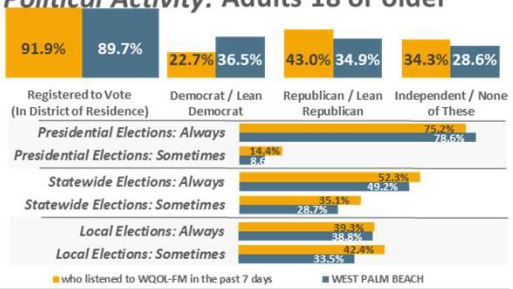
(Radio Stations: WOLL-FM)

3.4% or 64,682 of WEST PALM BEACH DMA Adults 18 or older listened to WQOL-FM in the past 7 days. Adults 18 or older who listened to WQOL-FM in the past 7 days are 21.3% less likely to look up D-I-Y advice online, 1.4% more likely to always vote in local elections, 23.2% less likely to belong to a gym, 17.6% less likely to fly domestic past yr.

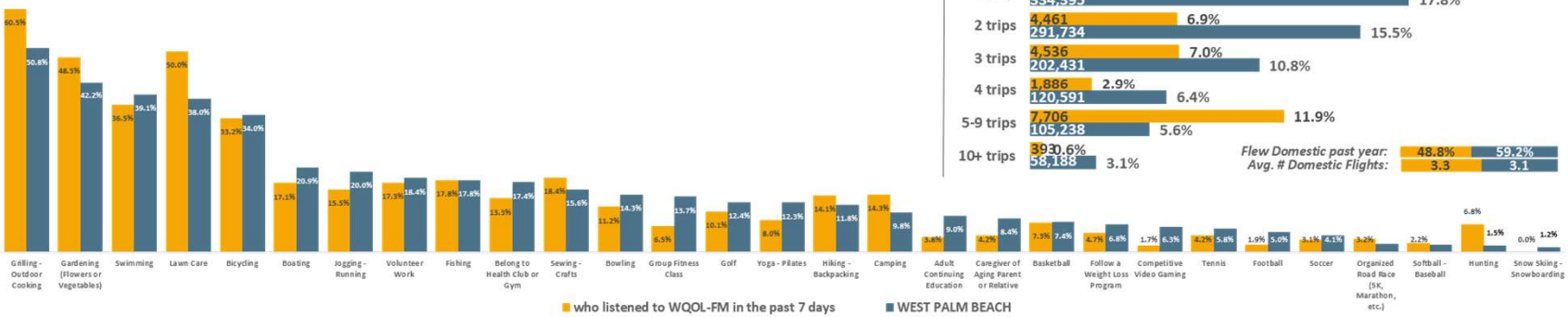
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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(Radio Stations: WQOL-FM)

33.2% or 624,063 of WEST PALM BEACH DMA Adults 18 or older listened to IHEART RADIO in the past 7 days. Adults 18 or older who listened to IHEART RADIO in the past 7 days are 7.9% more likely to use QSRs past mo., 4.4% less likely to use Sit-Down Restaurants past mo., .3% less likely to use Casinos past yr., 44.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



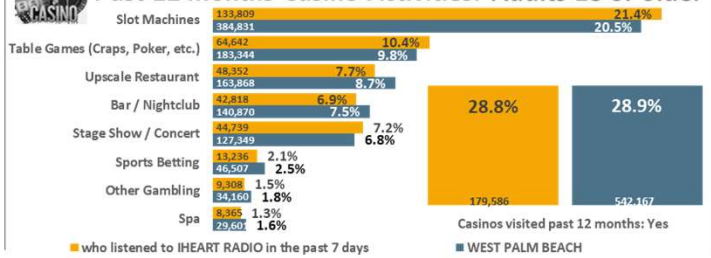
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 872

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

GATER 98.7fm

10.8% or 203,113 of WEST PALM BEACH DMA Adults 18 or older listened to WKGR-FM in the past 7 days. Adults 18 or older who listened to WKGR-FM in the past 7 days are 6.3% more likely to use QSRs past mo., 9.4% less likely to use Sit-Down Restaurants past mo., 11.7% more likely to use Casinos past yr., 32.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

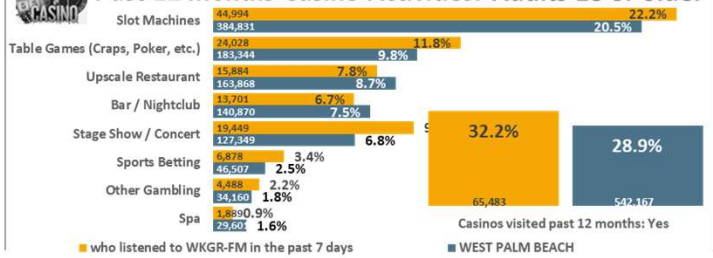


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 290

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(Radio Stations: WKGR-FM)

WILD 95.5
THE PALM BEACHES #1 HIT MUSIC STATION

9.3% or 173,821 of WEST PALM BEACH DMA Adults 18 or older listened to WLDI-FM in the past 7 days. Adults 18 or older who listened to WLDI-FM in the past 7 days are 12.3% more likely to use QSRs past mo., 7.% less likely to use Sit-Down Restaurants past mo., 5.% less likely to use Casinos past yr., 17.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



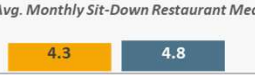
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

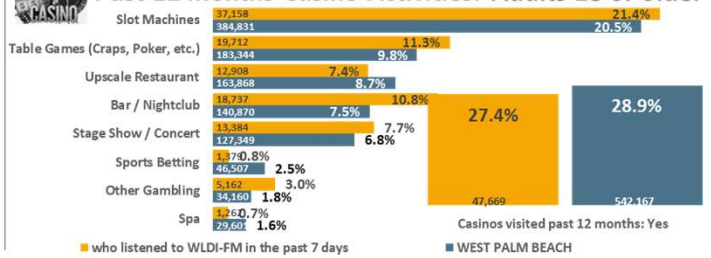


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 211

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(Radio Stations: WLDI-FM)

TODAY'S KOOL 105.5

7.8% or 146,395 of WEST PALM BEACH DMA Adults 18 or older listened to WOLL-FM in the past 7 days. Adults 18 or older who listened to WOLL-FM in the past 7 days are 1.7% more likely to use QSRs past mo., 6.3% more likely to use Sit-Down Restaurants past mo., 14.4% less likely to use Casinos past yr., 10.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

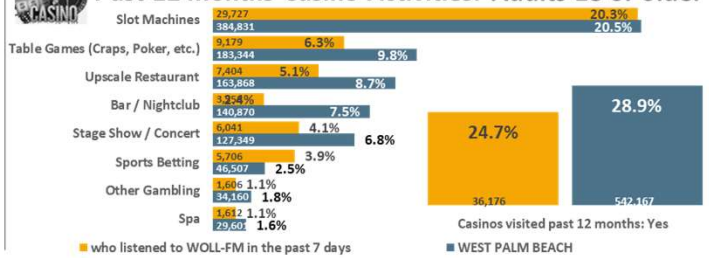


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 210

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(Radio Stations: WOLL-FM)

3.4% or 64,682 of WEST PALM BEACH DMA Adults 18 or older listened to WQOL-FM in the past 7 days. Adults 18 or older who listened to WQOL-FM in the past 7 days are 8.2% more likely to use QSRs past mo., 7.5% less likely to use Sit-Down Restaurants past mo., 32.7% more likely to use Casinos past yr., 12.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



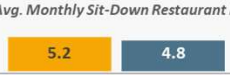
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

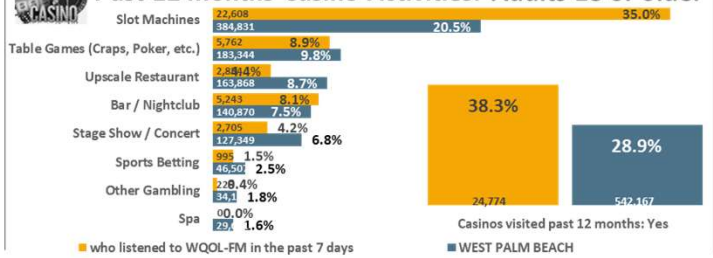


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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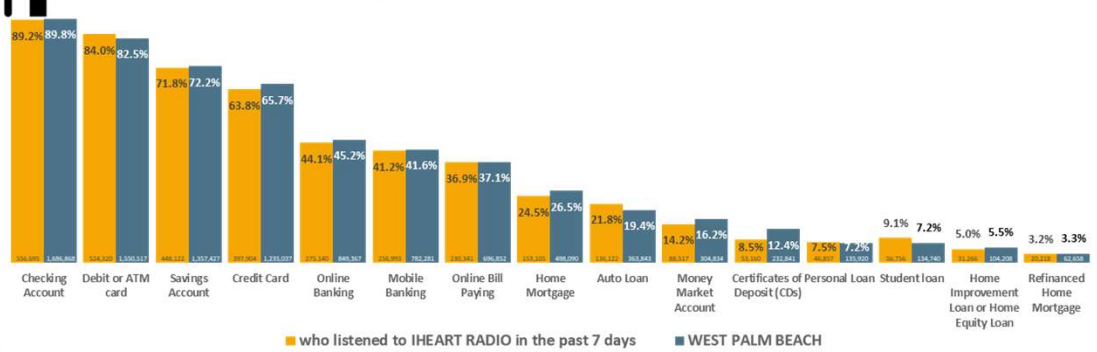
(Radio Stations: WQOL-FM)

33.2% or 624,063 of WEST PALM BEACH DMA Adults 18 or older listened to IHEART RADIO in the past 7 days. Adults 18 or older who listened to IHEART RADIO in the past 7 days are 3.4% less likely to have a 401K, 12.6% more likely to have an Auto Loan, 9.8% less likely to Invest/Trade Stocks Online, 6.% more likely to pay with their Debit Card.

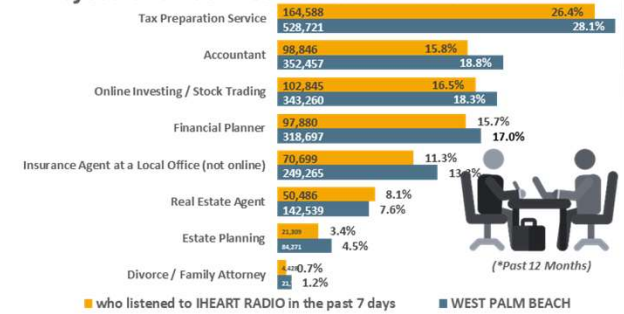
Investments Owned: Adults 18 or older



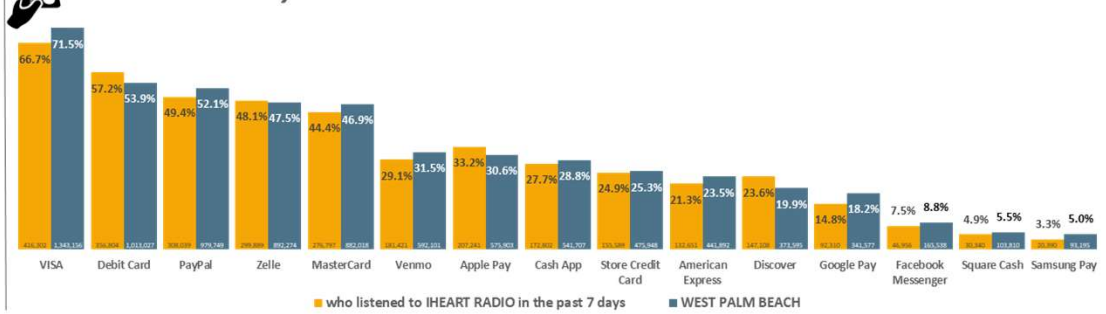
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 872

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

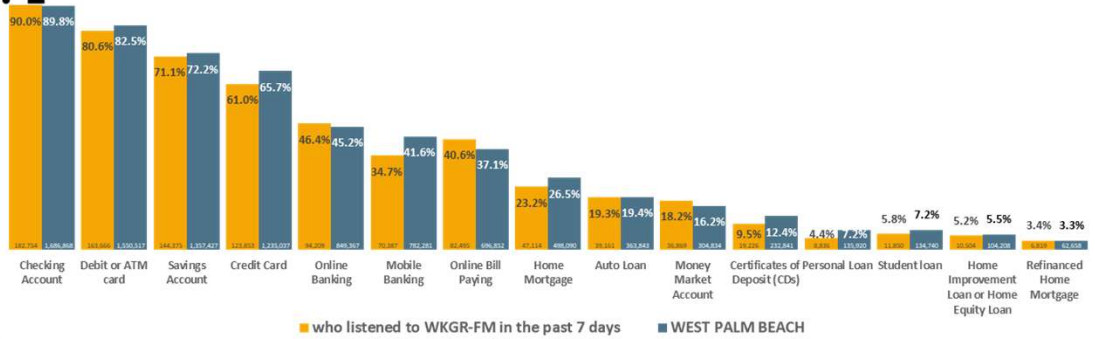
GATER 98.7fm

10.8% or 203,113 of WEST PALM BEACH DMA Adults 18 or older listened to WKGR-FM in the past 7 days. Adults 18 or older who listened to WKGR-FM in the past 7 days are 6.9% more likely to have a 401K, .4% less likely to have an Auto Loan, 29.3% less likely to Invest/Trade Stocks Online, 8.3% more likely to pay with their Debit Card.

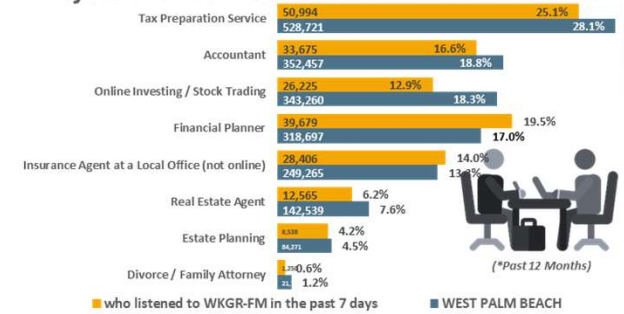
Investments Owned: Adults 18 or older



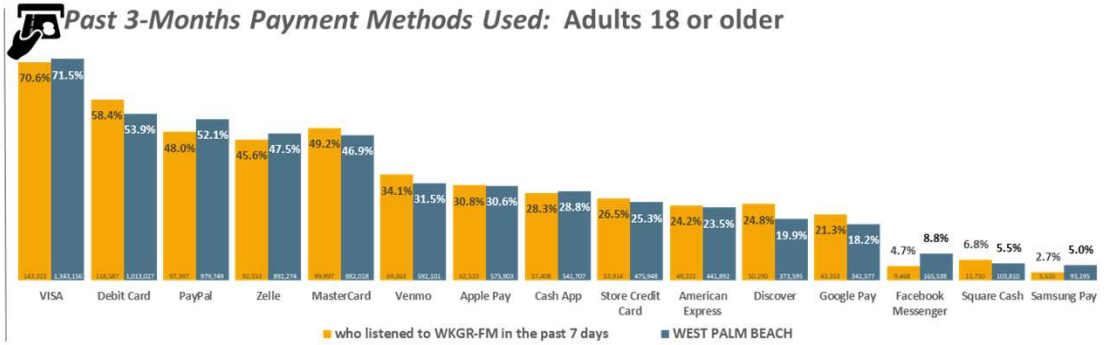
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



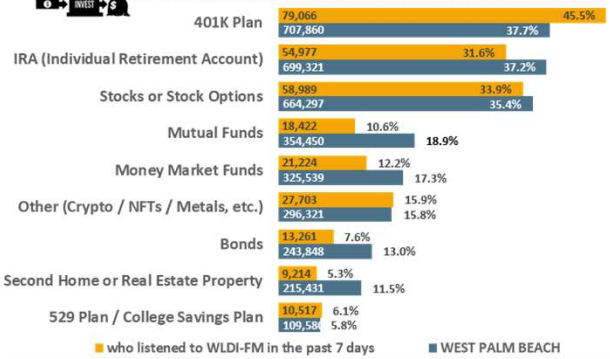
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(Radio Stations: WKGR-FM)

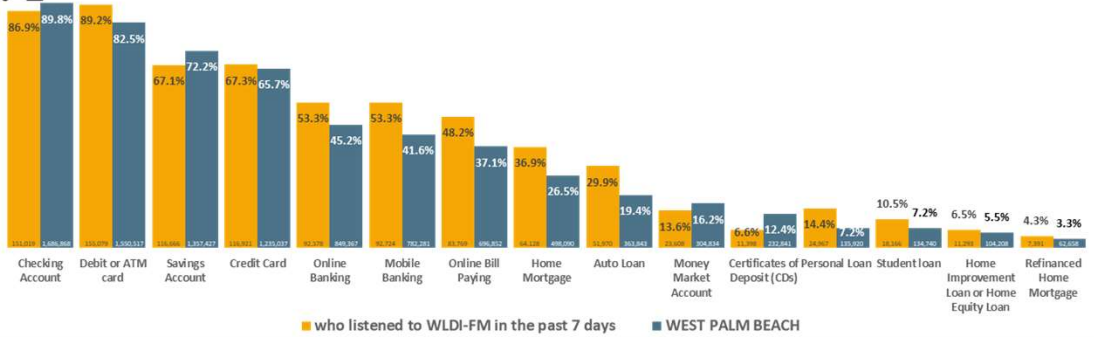
WILD 95.5
THE PALM BEACHES #1 HIT MUSIC STATION

9.3% or 173,821 of WEST PALM BEACH DMA Adults 18 or older listened to WLDI-FM in the past 7 days. Adults 18 or older who listened to WLDI-FM in the past 7 days are 20.7% more likely to have a 401K, 54.4% more likely to have an Auto Loan, 22.2% more likely to Invest/Trade Stocks Online, 4.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



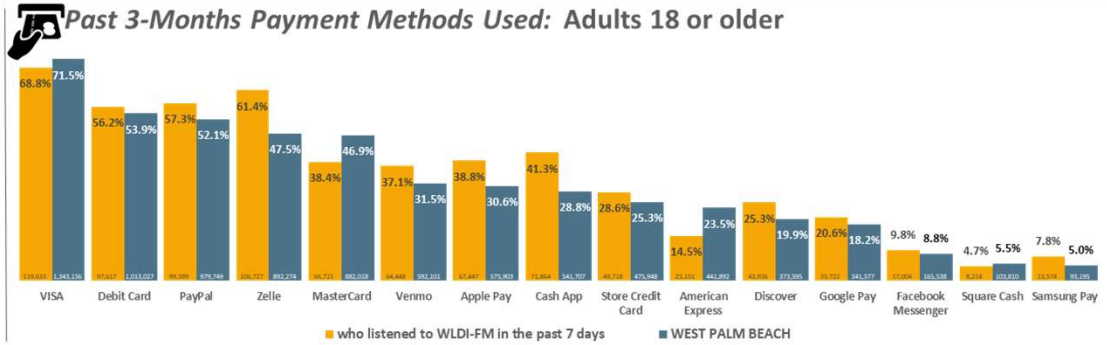
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

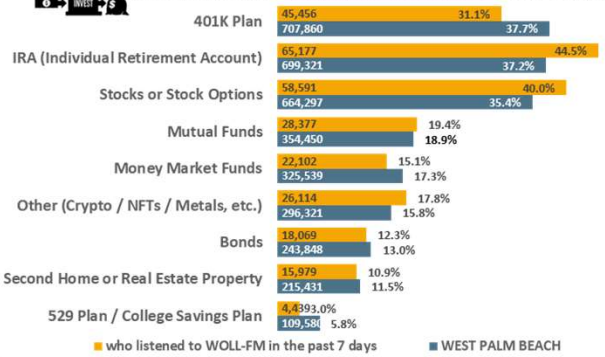


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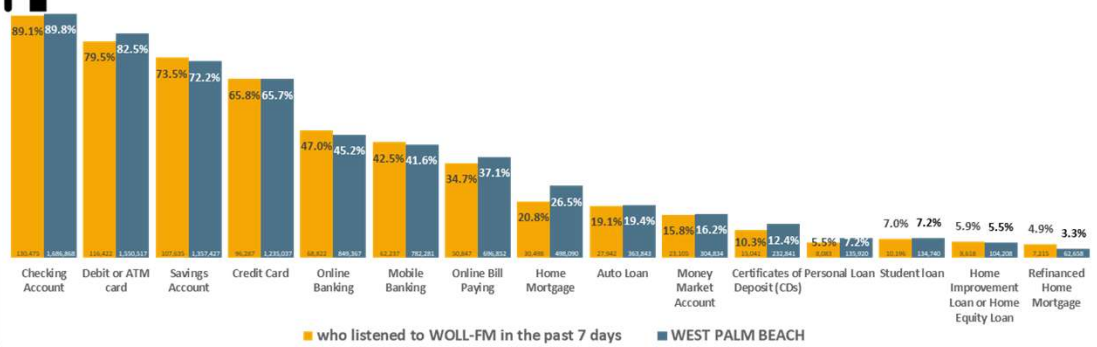
(Radio Stations: WLDI-FM)

7.8% or 146,395 of WEST PALM BEACH DMA Adults 18 or older listened to WOLL-FM in the past 7 days. Adults 18 or older who listened to WOLL-FM in the past 7 days are 17.6% less likely to have a 401K, 1.4% less likely to have an Auto Loan, 16.4% more likely to Invest/Trade Stocks Online, 7.6% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



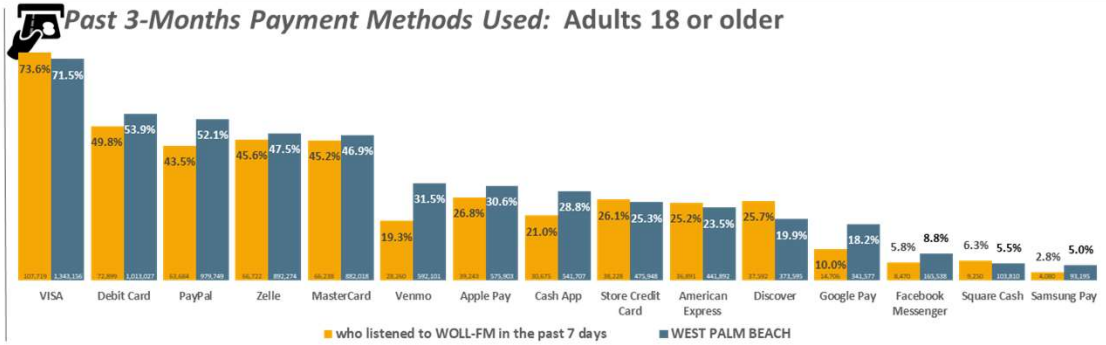
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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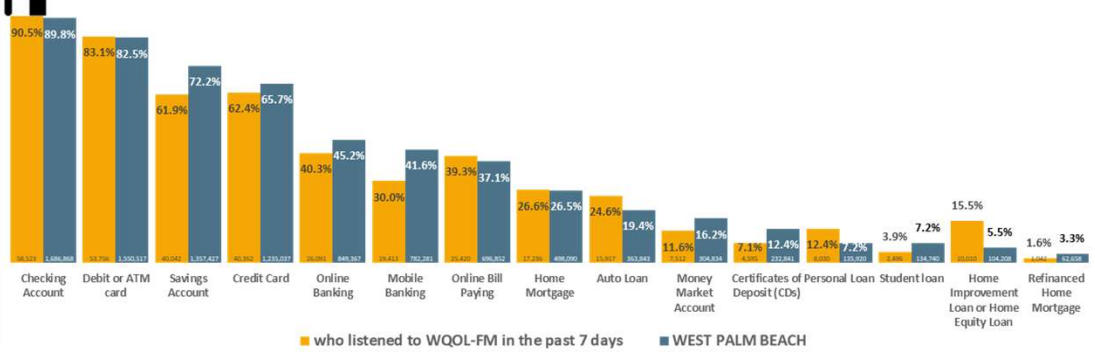
(Radio Stations: WOLL-FM)

3.4% or 64,682 of WEST PALM BEACH DMA Adults 18 or older listened to WQOL-FM in the past 7 days. Adults 18 or older who listened to WQOL-FM in the past 7 days are 15.7% less likely to have a 401K, 27.1% more likely to have an Auto Loan, 46.5% more likely to Invest/Trade Stocks Online, 25.5% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

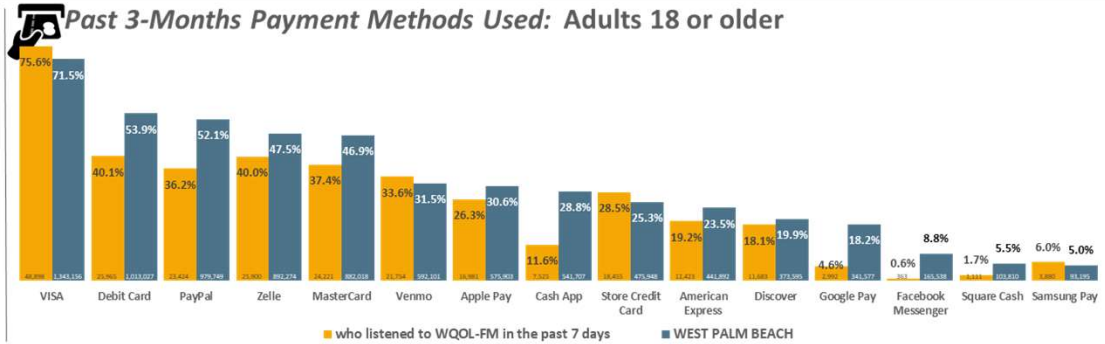


Professional Services Used:* Adults 18 or older



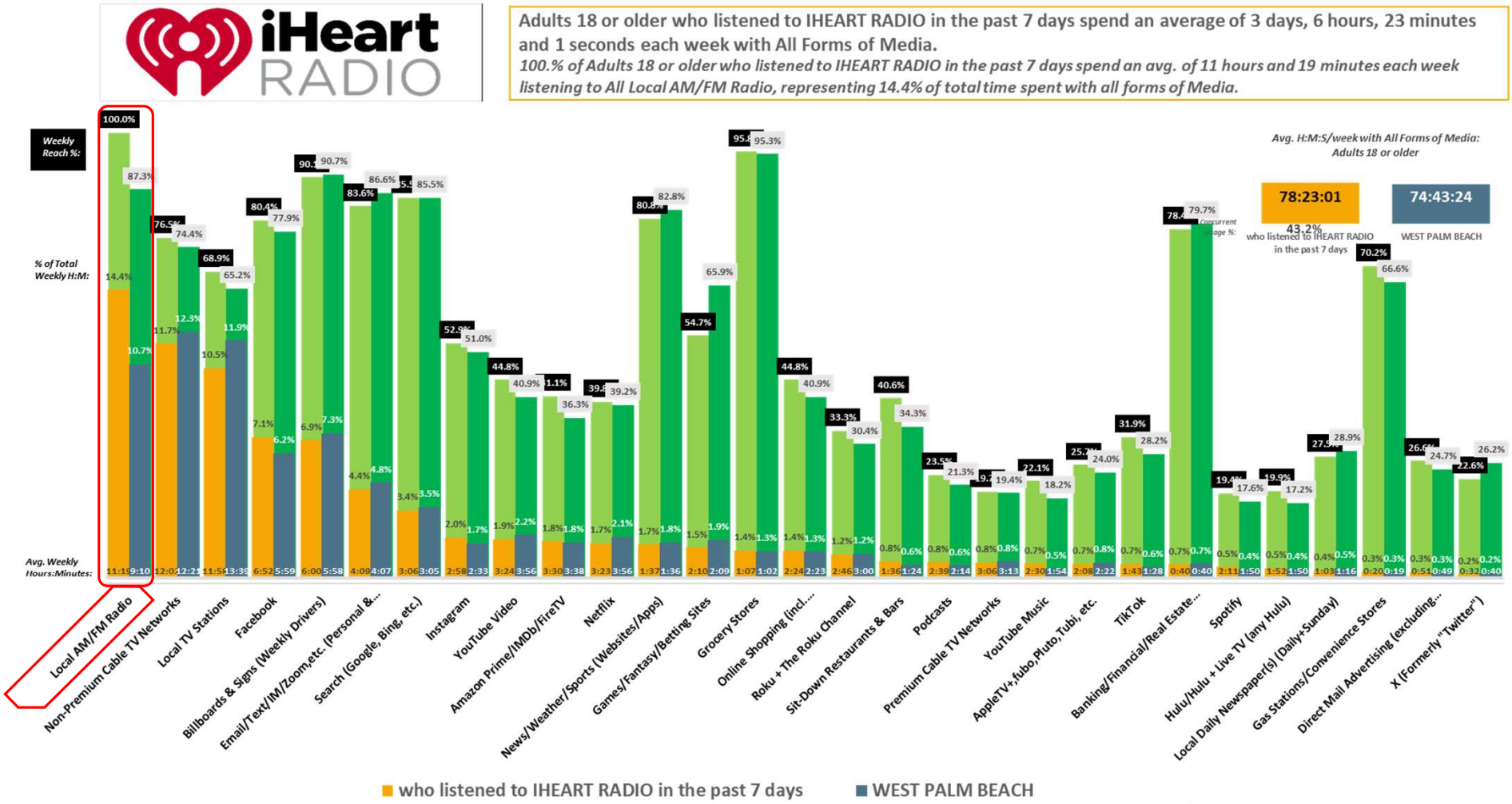
*(*Past 12 Months)*

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



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(Radio Stations: WQOL-FM)



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 872 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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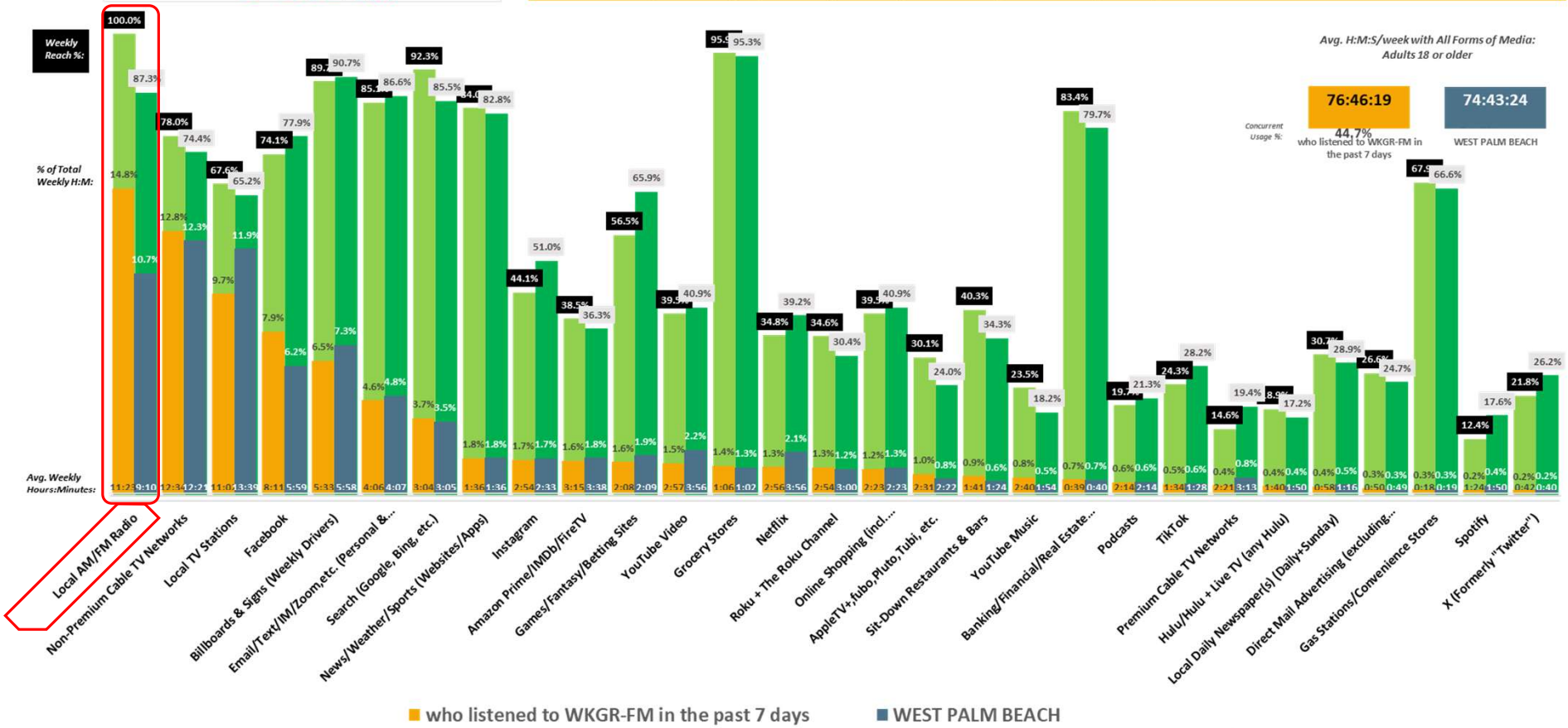
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR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

GATER 98.7fm

Adults 18 or older who listened to WKGR-FM in the past 7 days spend an average of 3 days, 4 hours, 46 minutes and 19 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to WKGR-FM in the past 7 days spend an avg. of 11 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 14.8% of total time spent with all forms of Media.

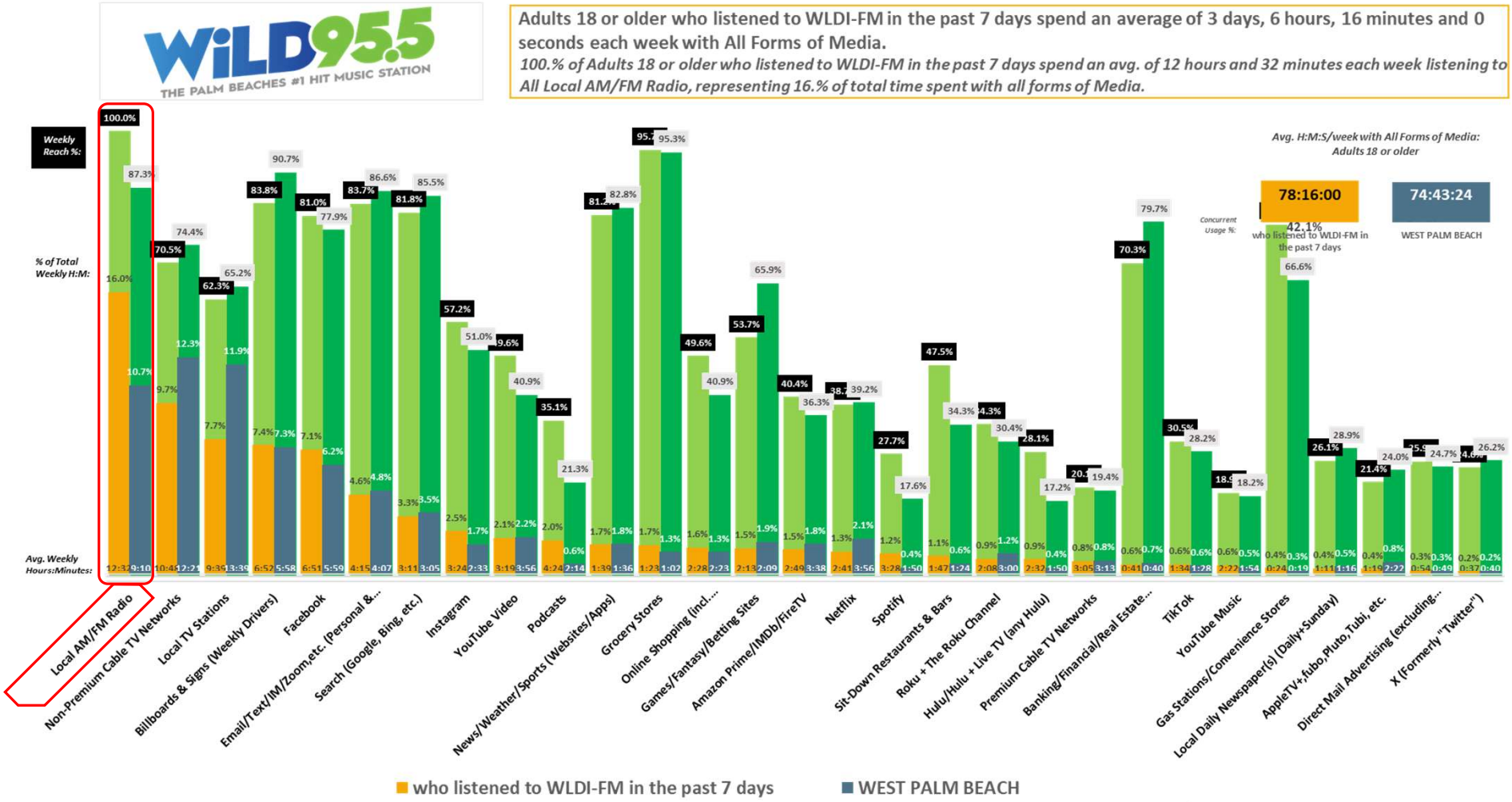


WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 290 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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(Radio Stations: WKGR-FM)



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 211 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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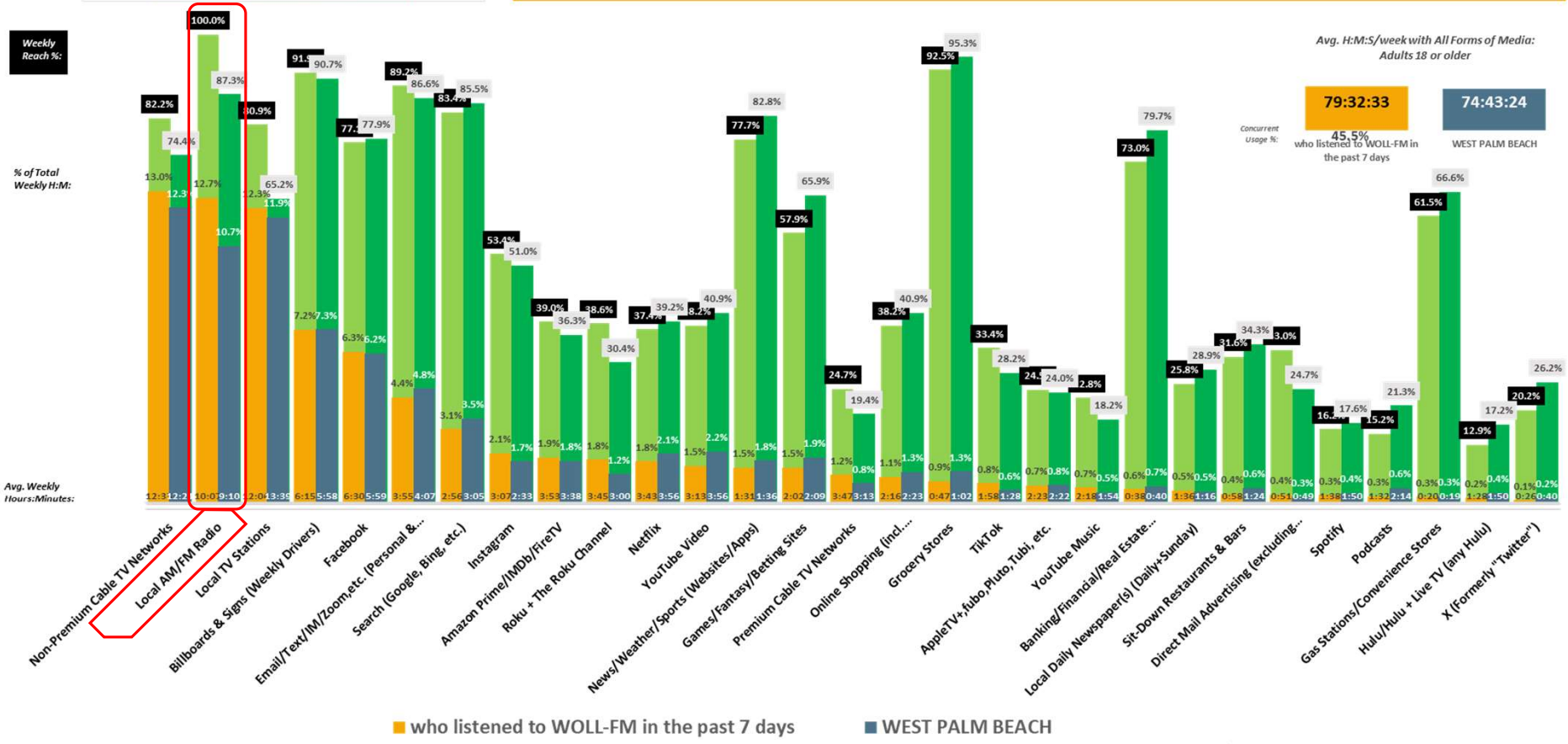
Hubbard BROADCASTING Share of Everything for Anything ©

(Radio Stations: WLDI-FM)

TODAY'S KOOL 105.5

Adults 18 or older who listened to WOLL-FM in the past 7 days spend an average of 3 days, 7 hours, 32 minutes and 33 seconds each week with All Forms of Media.

100.% of Adults 18 or older who listened to WOLL-FM in the past 7 days spend an avg. of 10 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 12.7% of total time spent with all forms of Media.

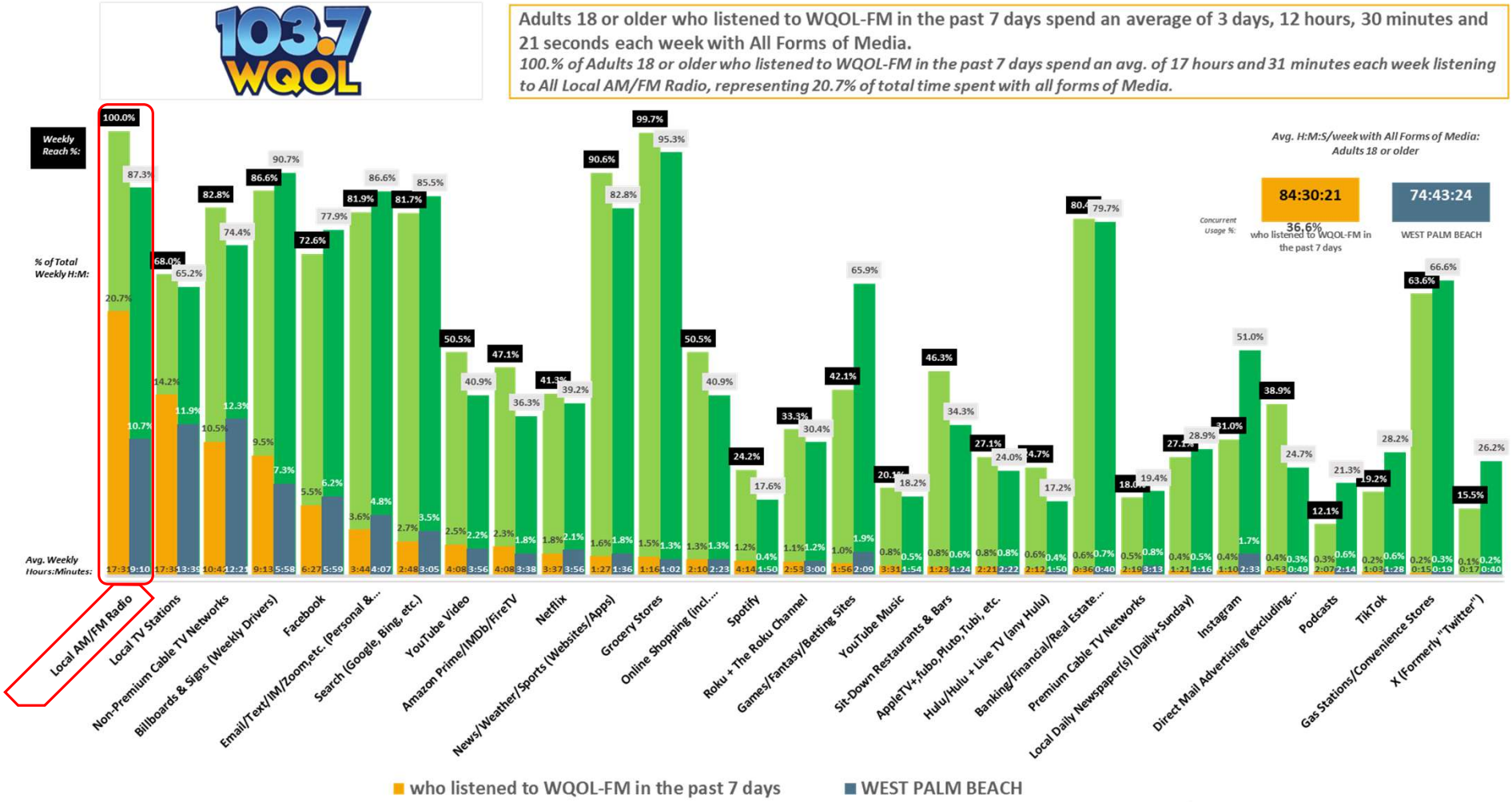


WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 210 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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(Radio Stations: WOLL-FM)

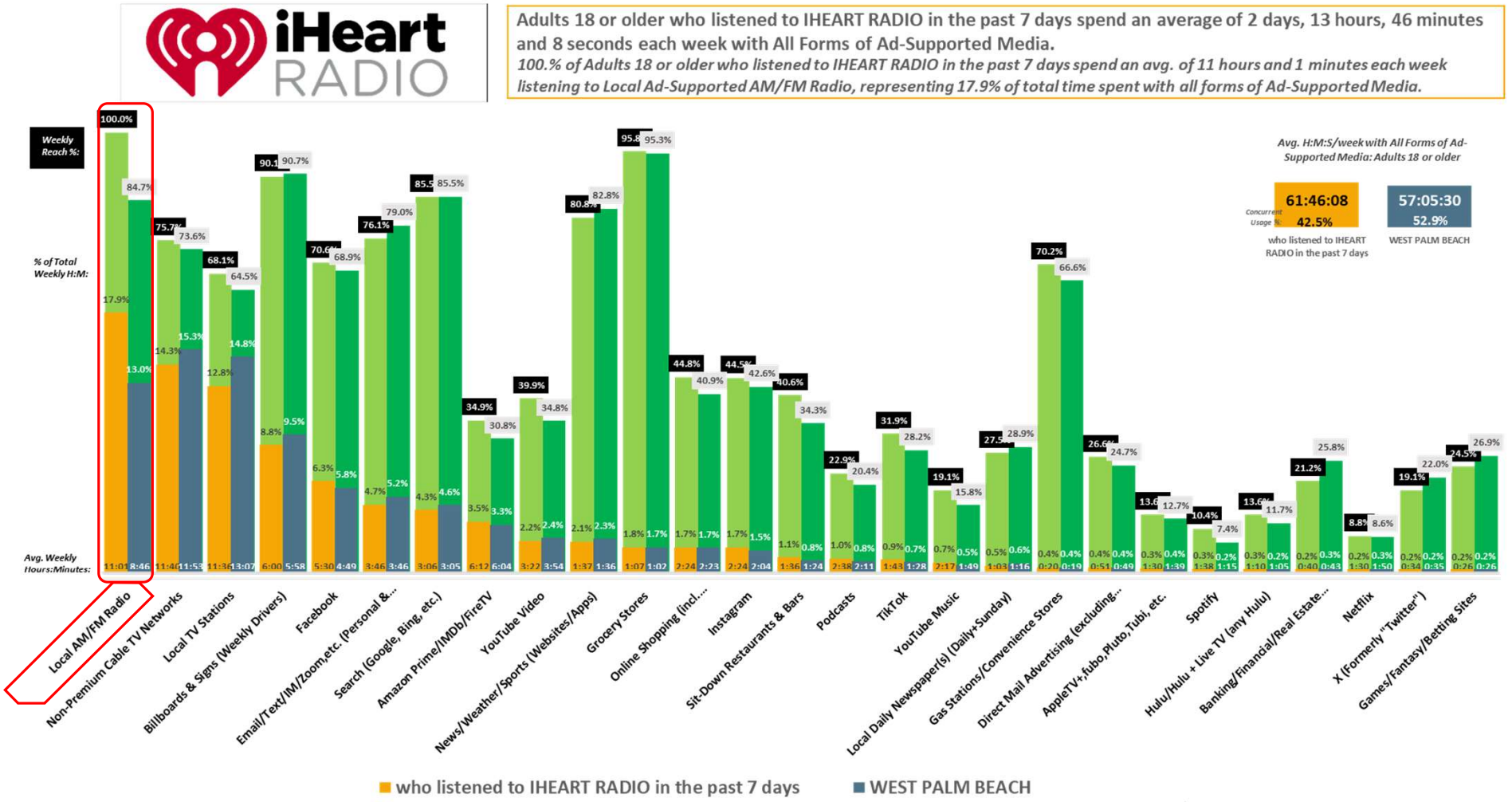


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(Radio Stations: WQOL-FM)



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 872 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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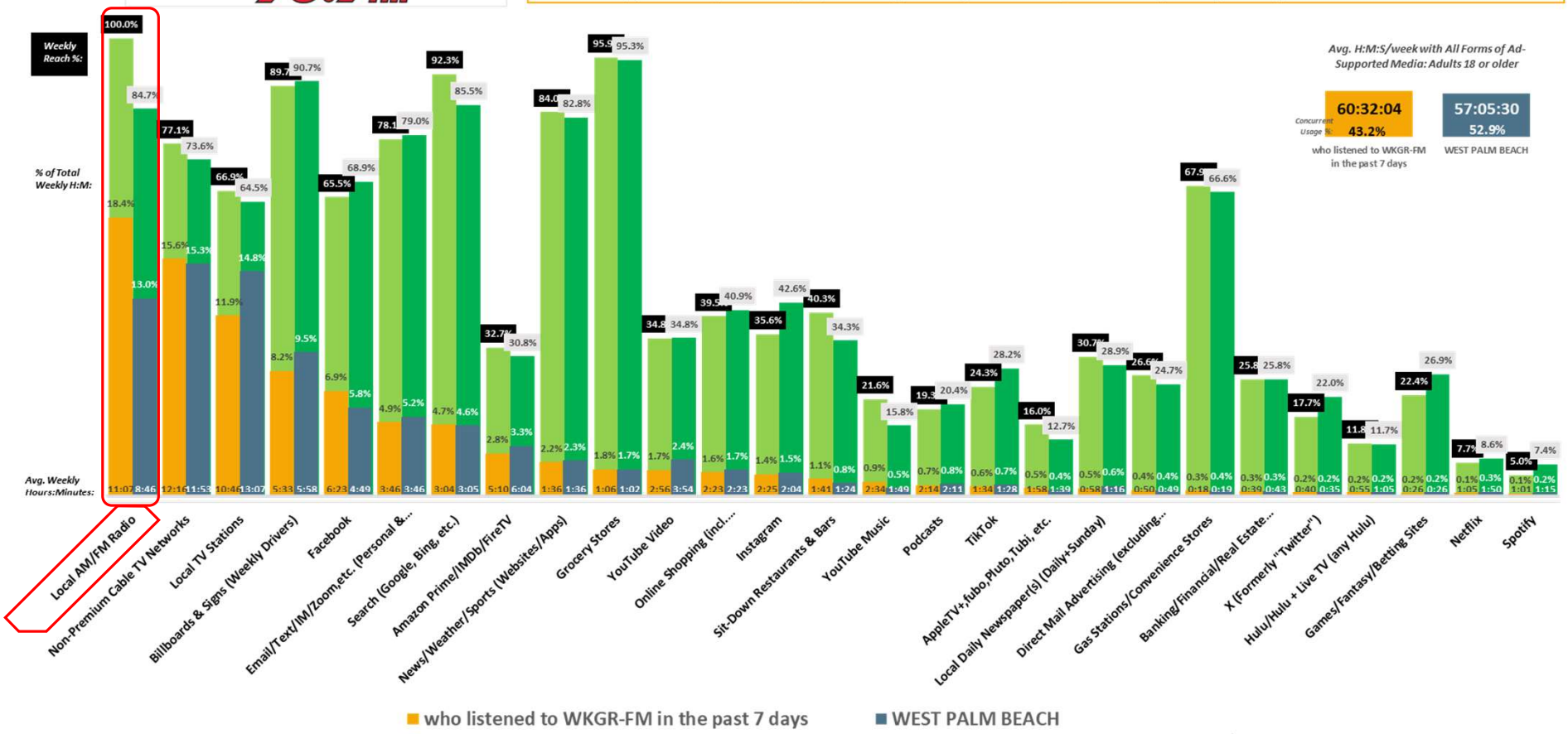
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR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

GATER 98.7fm

Adults 18 or older who listened to WKGR-FM in the past 7 days spend an average of 2 days, 12 hours, 32 minutes and 4 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to WKGR-FM in the past 7 days spend an avg. of 11 hours and 7 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 18.4% of total time spent with all forms of Ad-Supported Media.



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 290 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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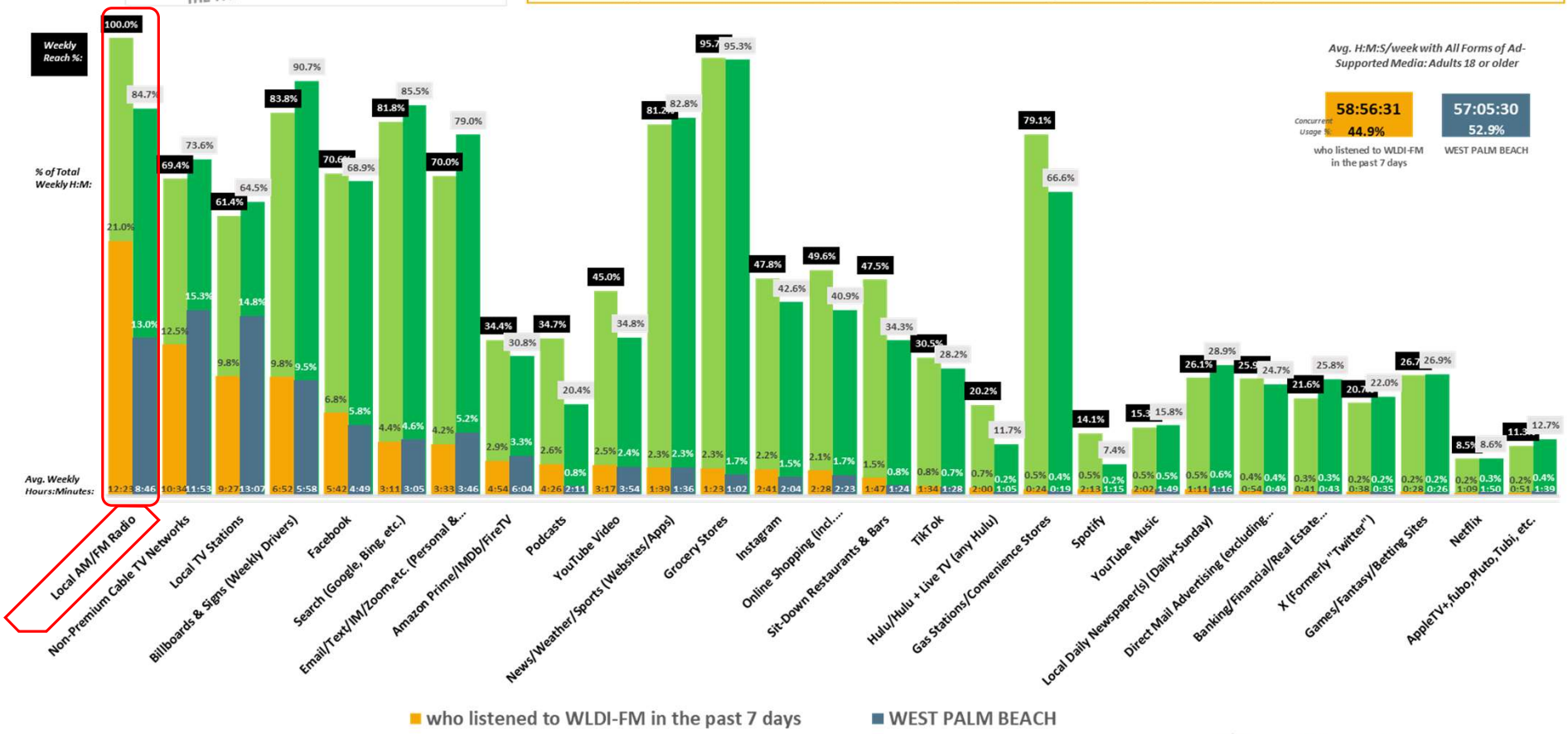
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(Radio Stations: WKGR-FM)

WILD 95.5
THE PALM BEACHES #1 HIT MUSIC STATION

Adults 18 or older who listened to WLDI-FM in the past 7 days spend an average of 2 days, 10 hours, 56 minutes and 31 seconds each week with All Forms of Ad-Supported Media.

100.% of Adults 18 or older who listened to WLDI-FM in the past 7 days spend an avg. of 12 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 21.% of total time spent with all forms of Ad-Supported Media.

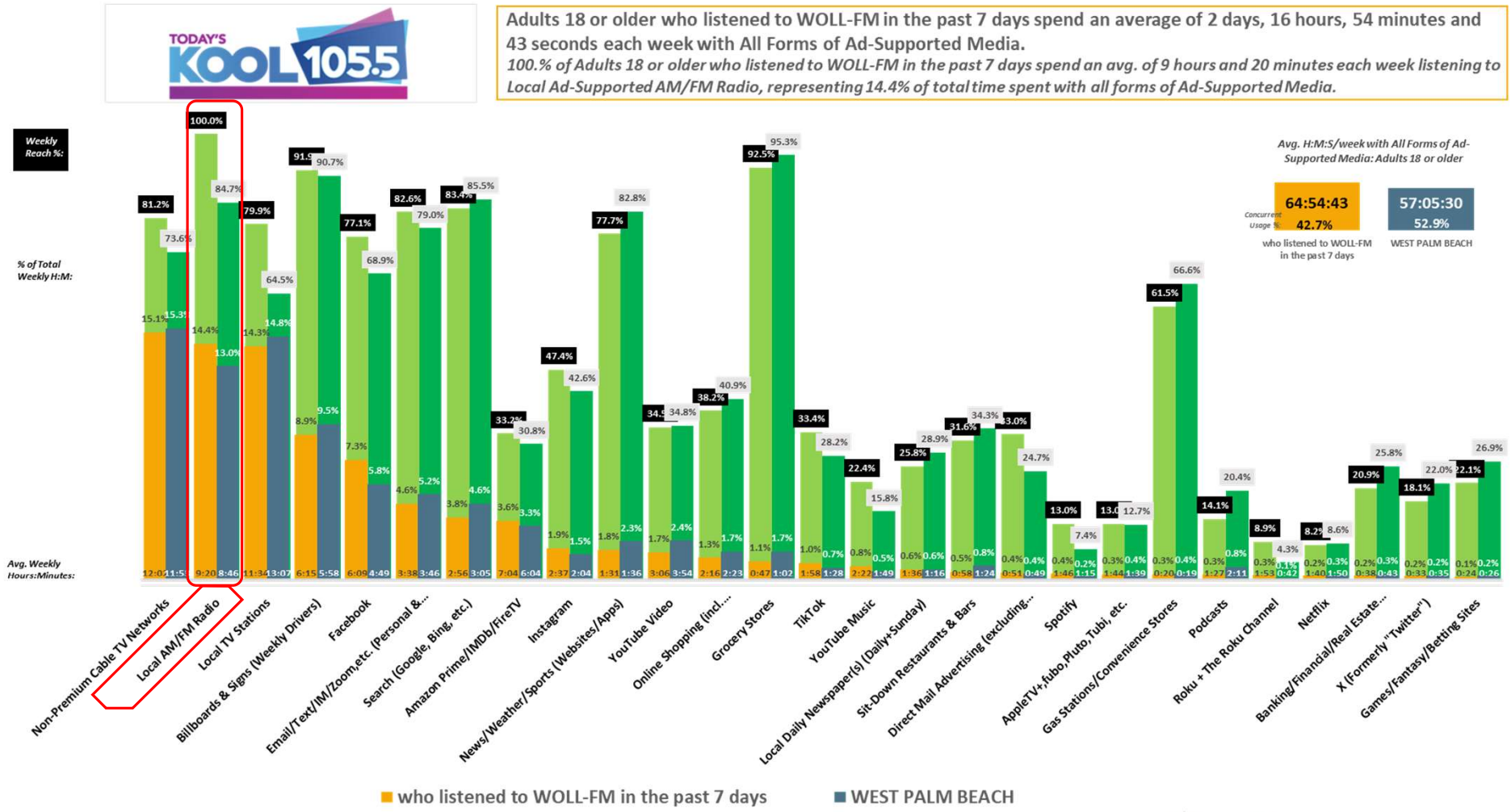


WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 211 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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(Radio Stations: WLDI-FM)

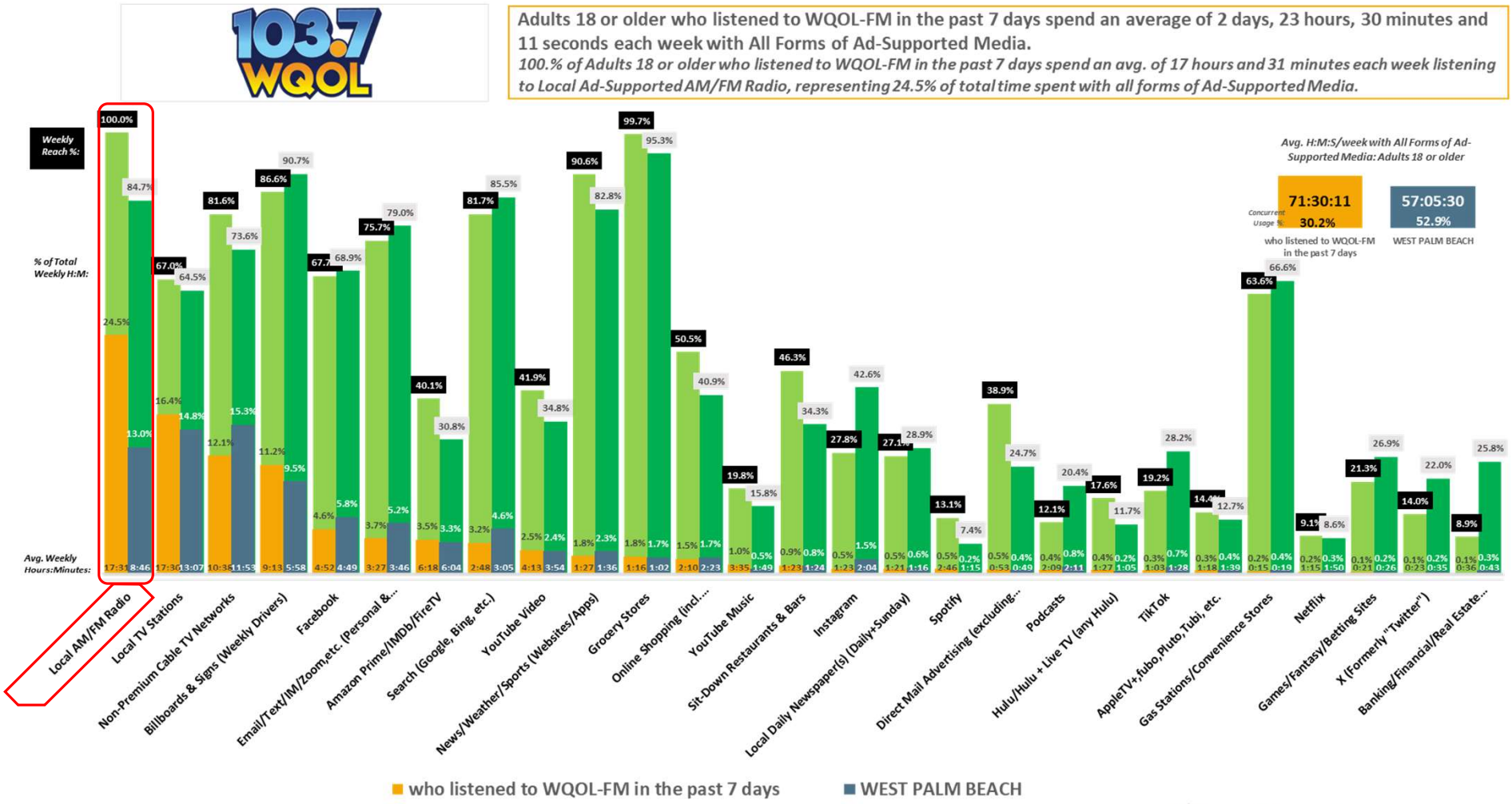


WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 210 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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(Radio Stations: WOLL-FM)



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 123 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

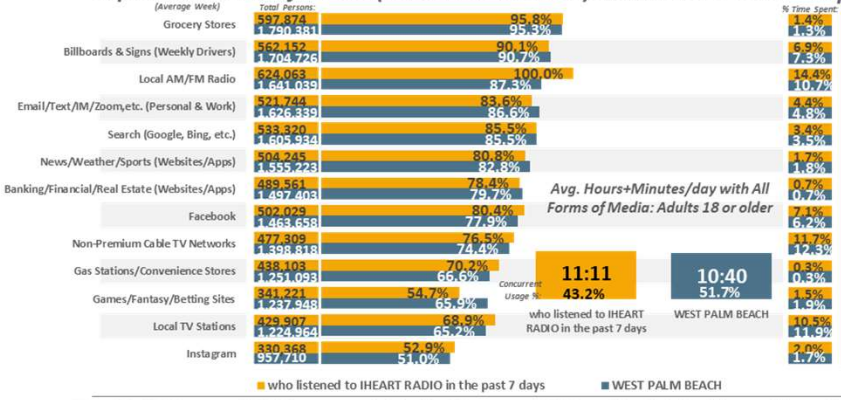
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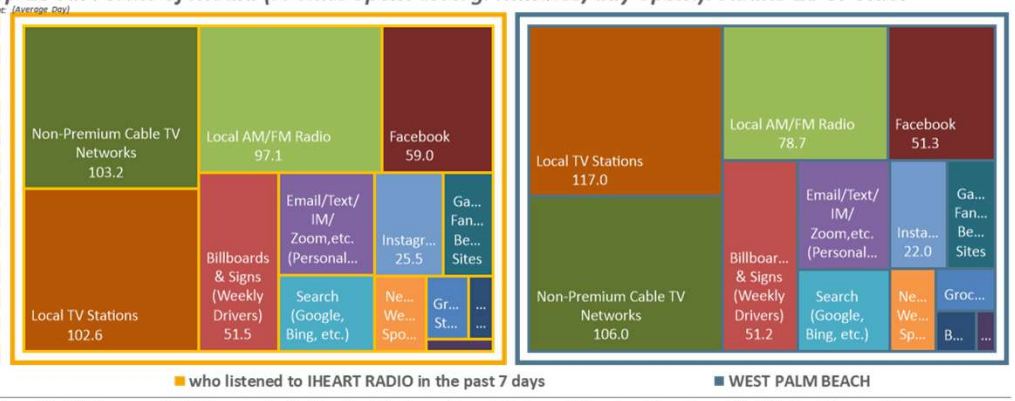
(Radio Stations: WQOL-FM)

Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an average of 8 hours and 49 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 94.5 minutes/day. *(Local Radio delivers 17.9% of Time with Ad-Supported Media.)*

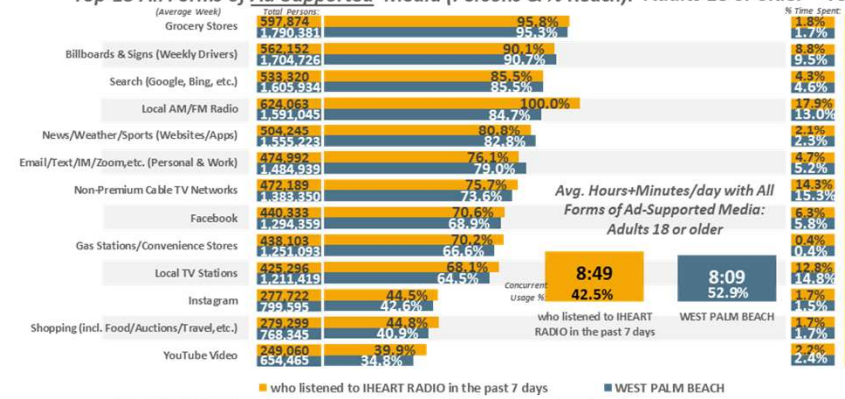
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



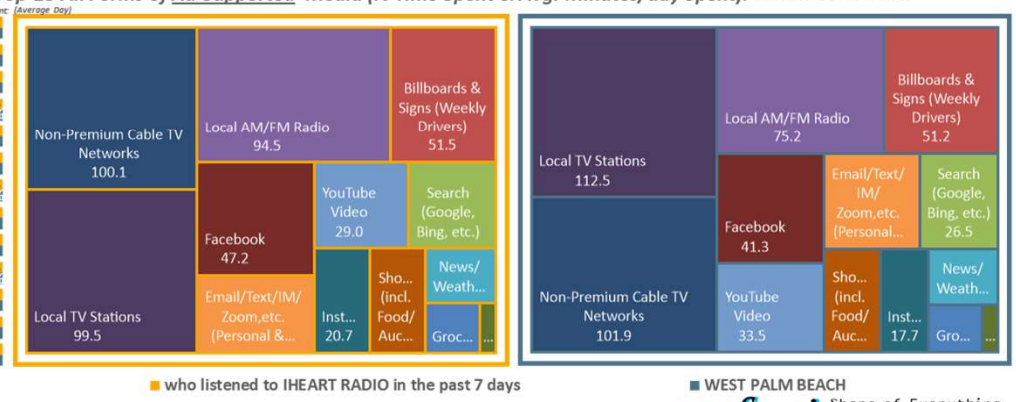
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 872

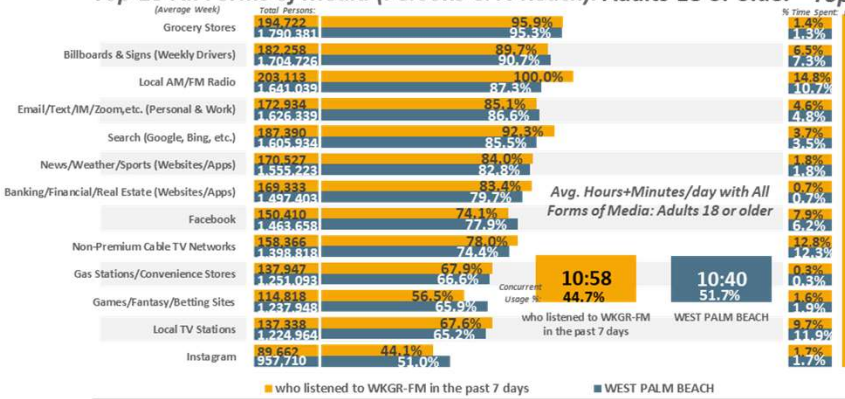
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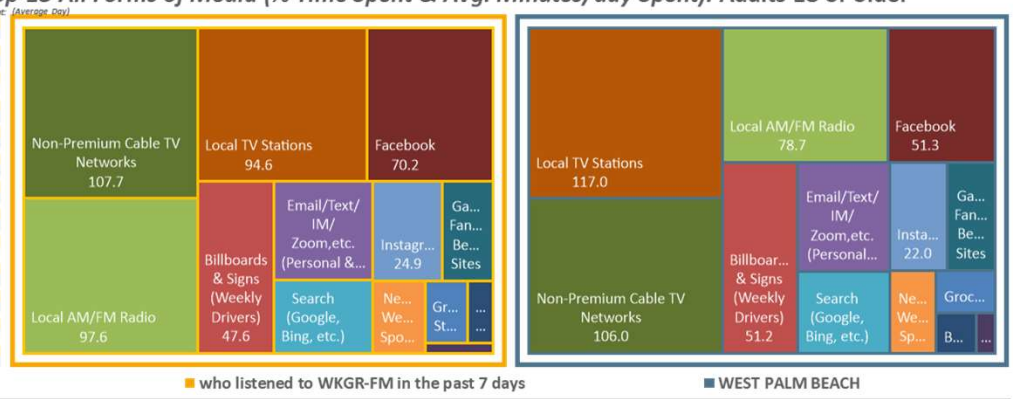
(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

Adults 18 or older who listened to WKGR-FM in the past 7 days spend an average of 8 hours and 38 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 95.4 minutes/day. *(Local Radio delivers 18.4% of Time with Ad-Supported Media.)*

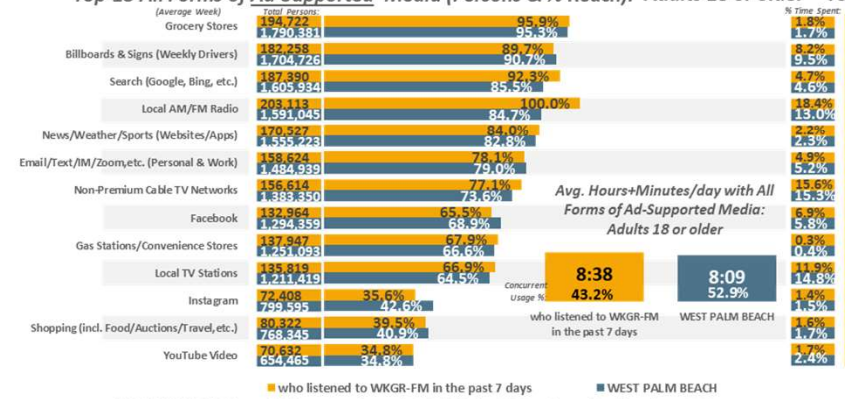
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



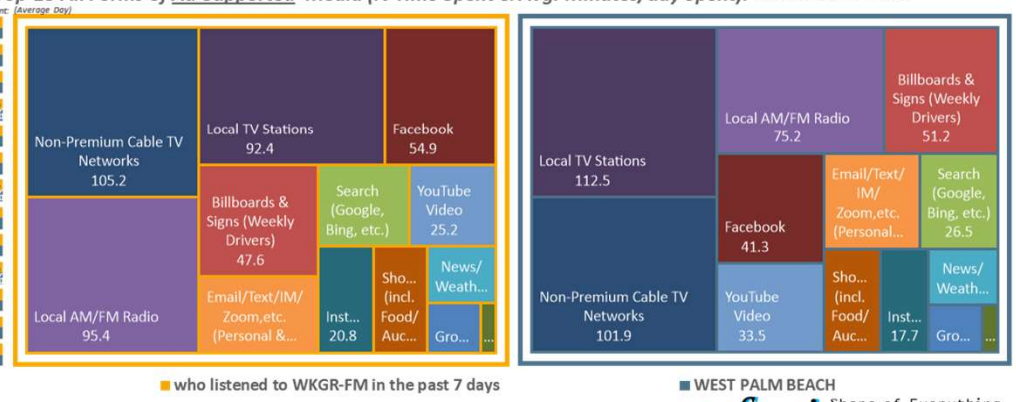
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 290

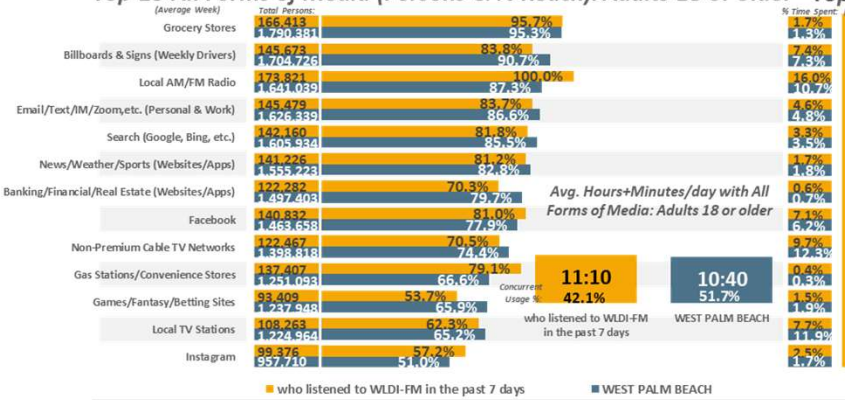
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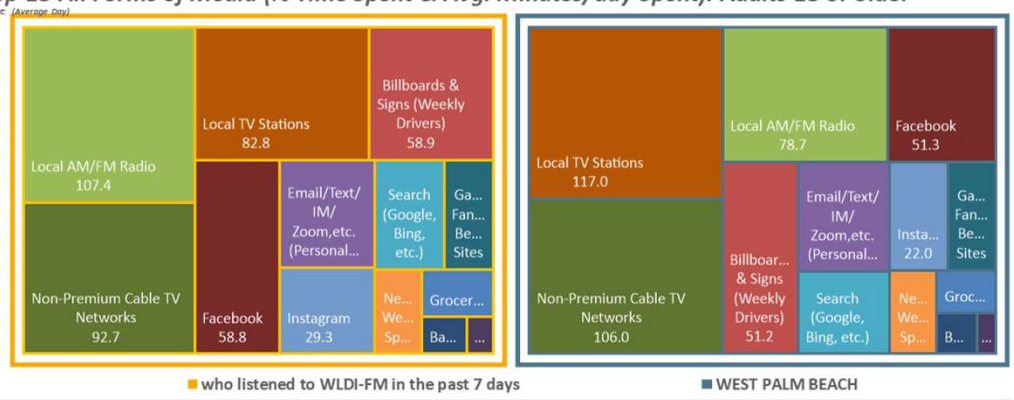
(Radio Stations: WKGR-FM)

Adults 18 or older who listened to WLDI-FM in the past 7 days spend an average of 8 hours and 25 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 106.2 minutes/day. *(Local Radio delivers 21.% of Time with Ad-Supported Media.)*

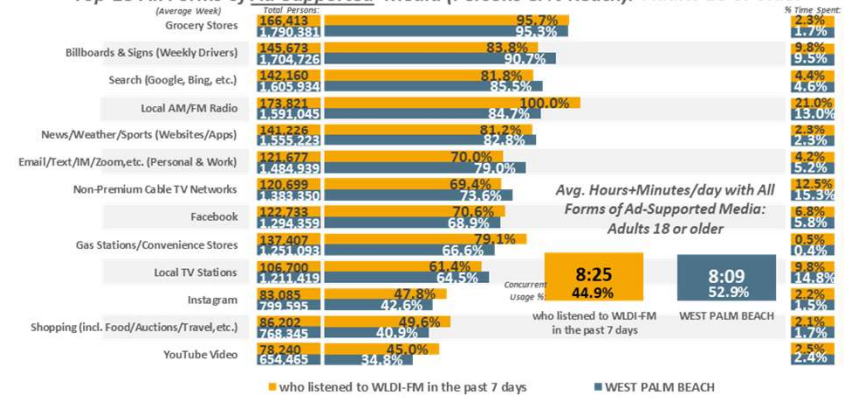
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



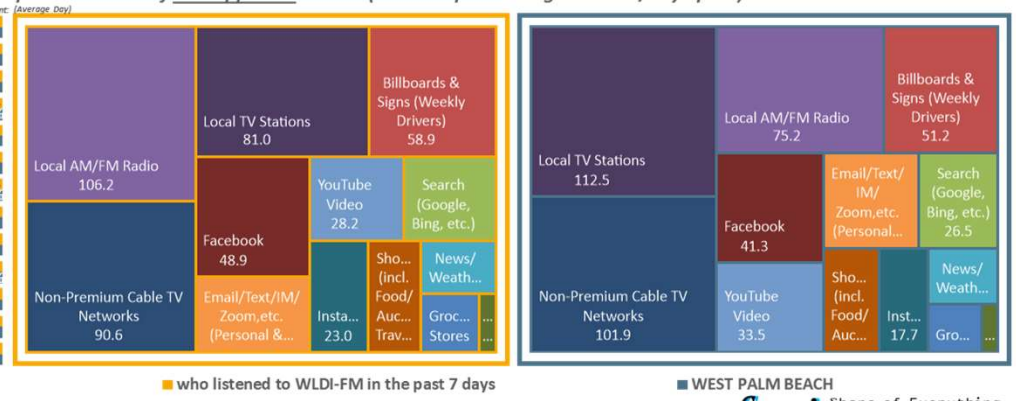
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 211

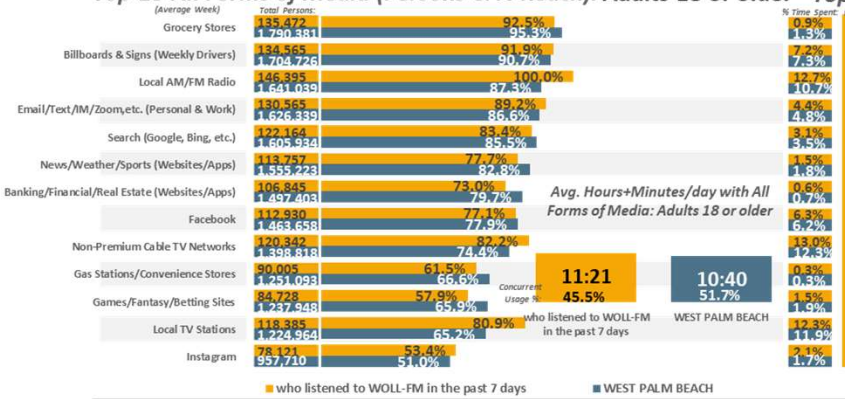
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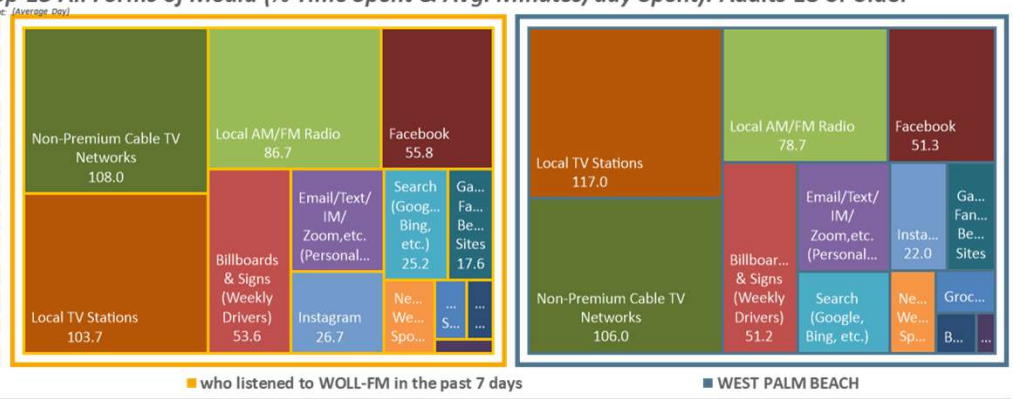
(Radio Stations: WLDI-FM)

Adults 18 or older who listened to WOLL-FM in the past 7 days spend an average of 9 hours and 16 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 80.1 minutes/day. *(Local Radio delivers 14.4% of Time with Ad-Supported Media.)*

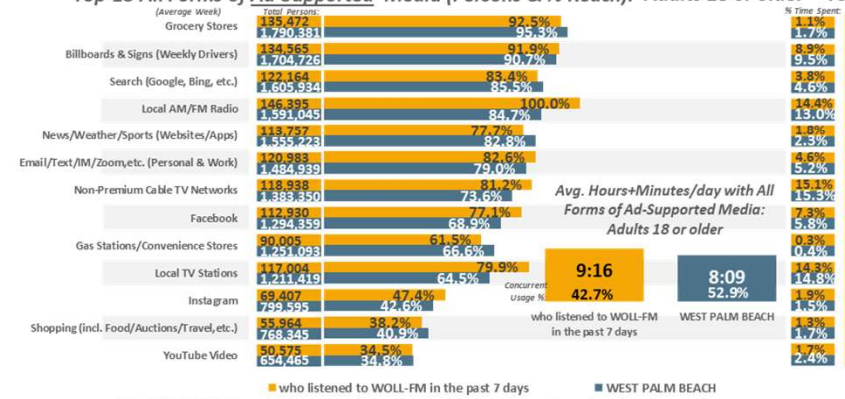
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



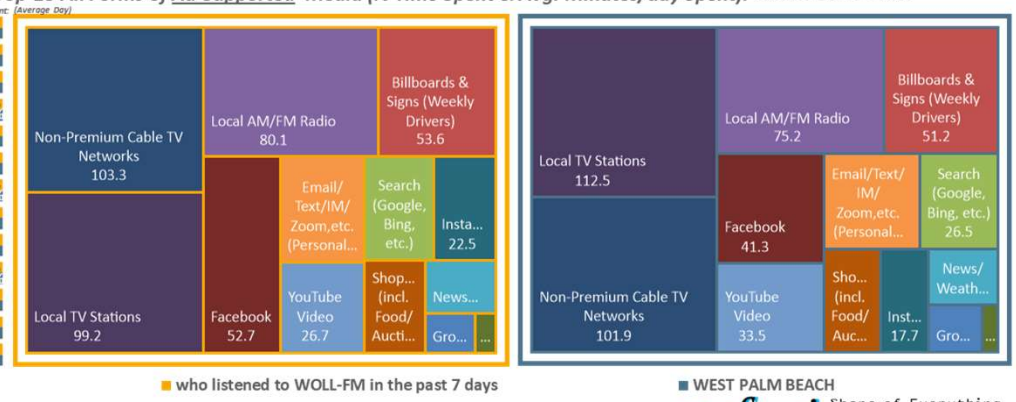
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 210

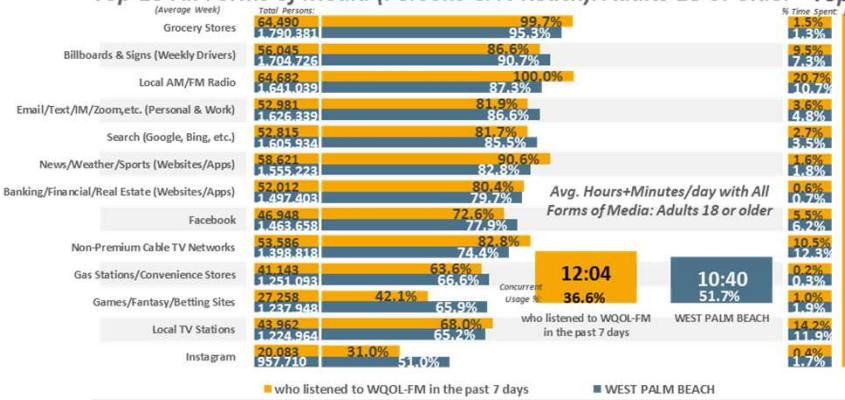
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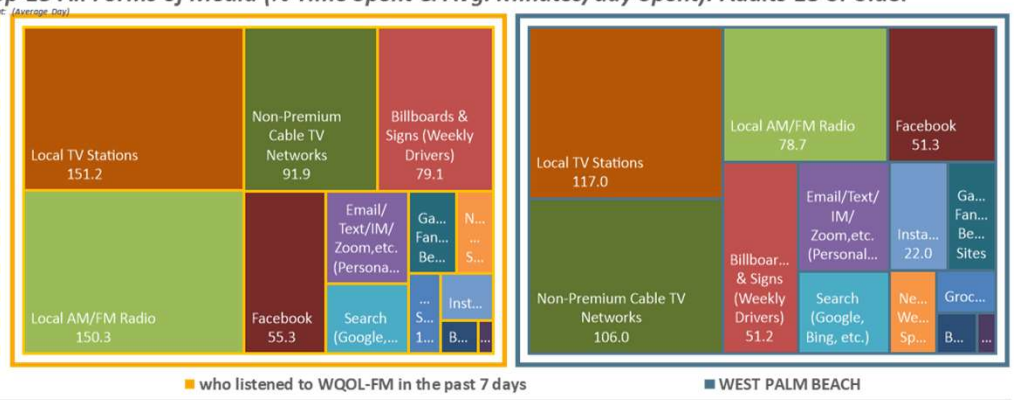
(Radio Stations: WOLL-FM)

Adults 18 or older who listened to WQOL-FM in the past 7 days spend an average of 10 hours and 12 minutes each day with All Forms of Ad-Supported Media. 100.% listen to Local AM/FM Radio for an avg. of 150.3 minutes/day. *(Local Radio delivers 24.5% of Time with Ad-Supported Media.)*

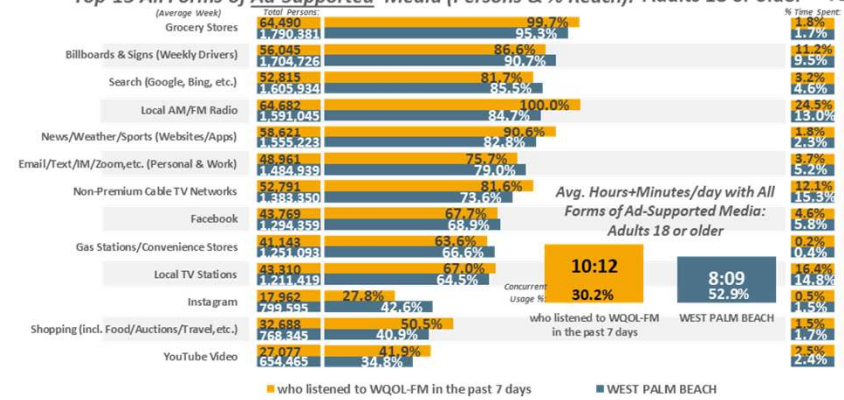
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



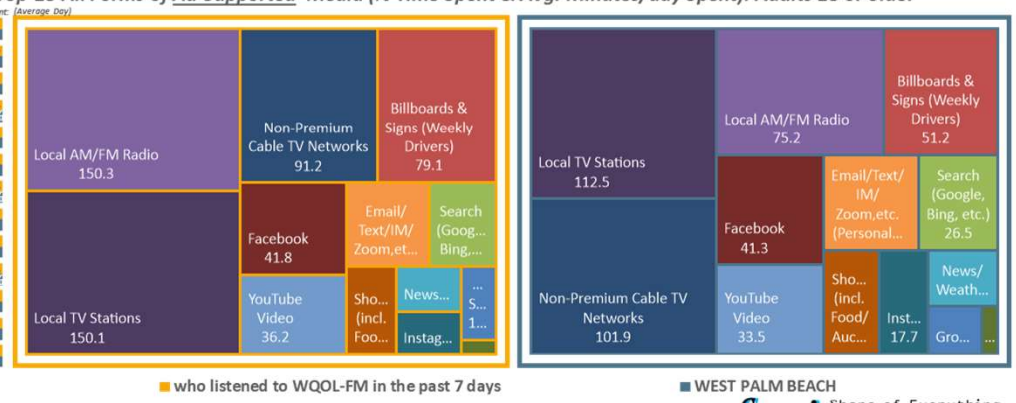
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

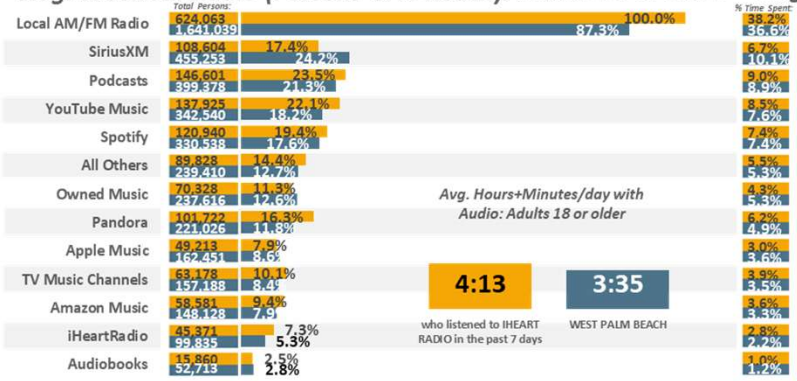
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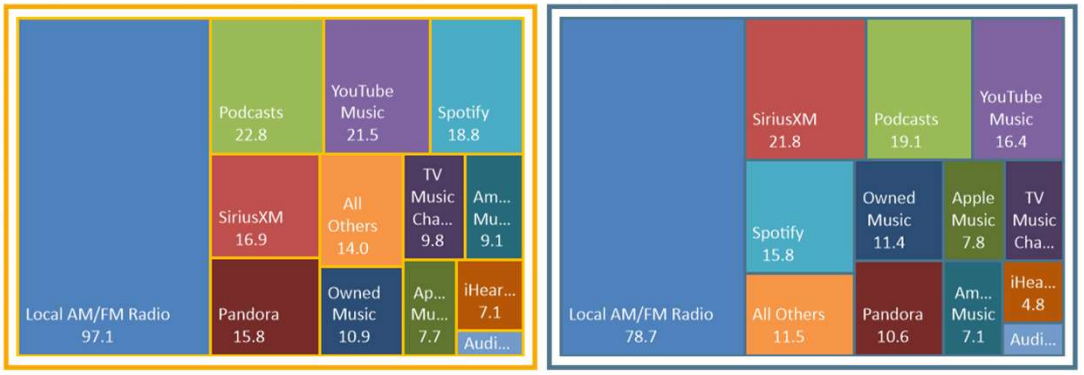
(Radio Stations: WQOL-FM)

624,063 or 100.% of Adults 18 or older who listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 94.5 minutes every day representing 45.9% of all time spent daily with Ad-Supported Audio.

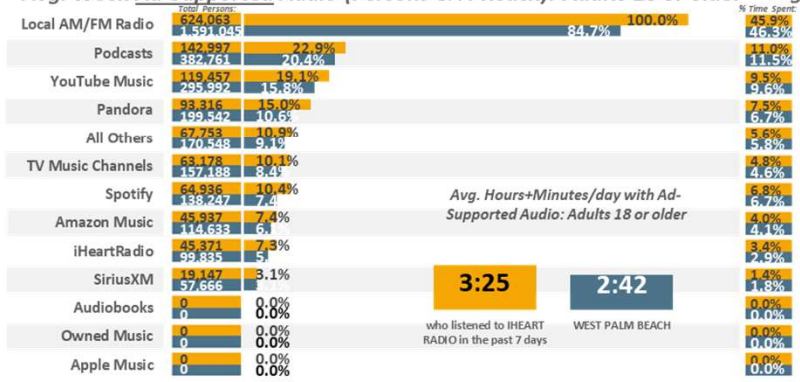
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



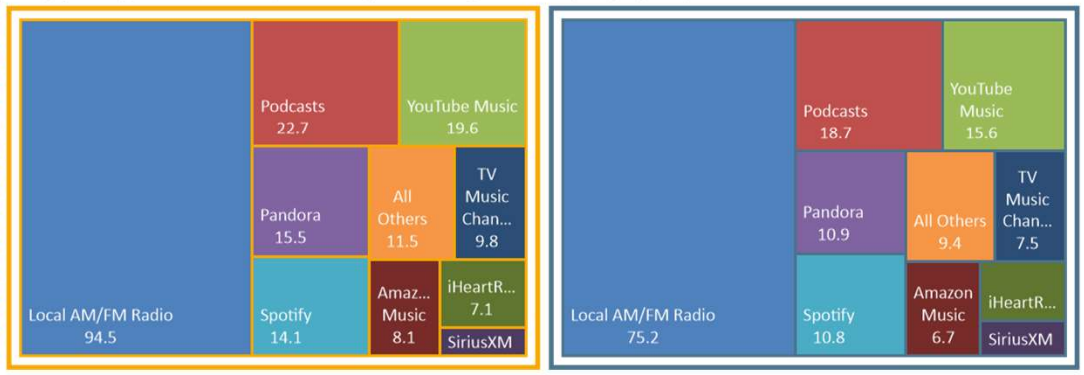
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 872

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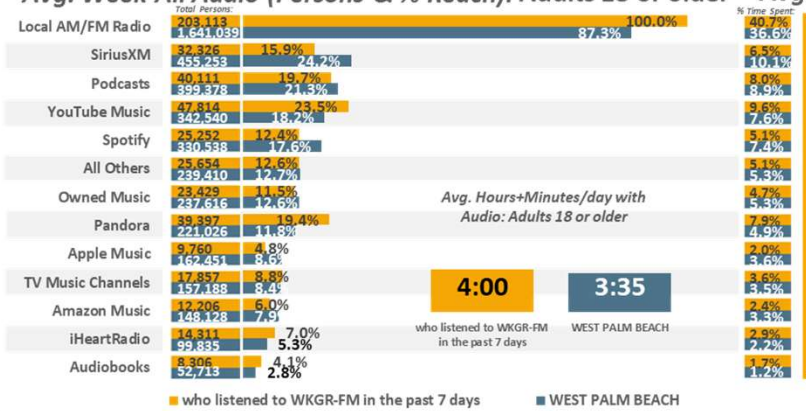
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR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

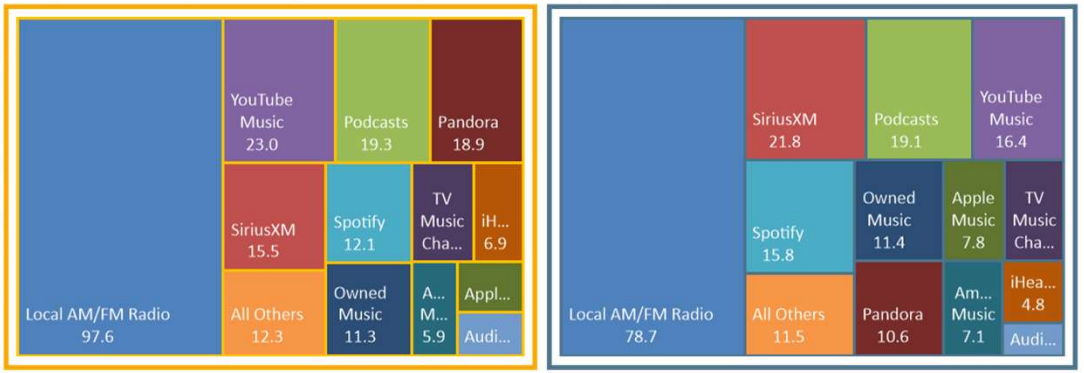
GATER 98.7fm

203,113 or 100.% of Adults 18 or older who listened to WKGR-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 95.4 minutes every day representing 48.3% of all time spent daily with Ad-Supported Audio.

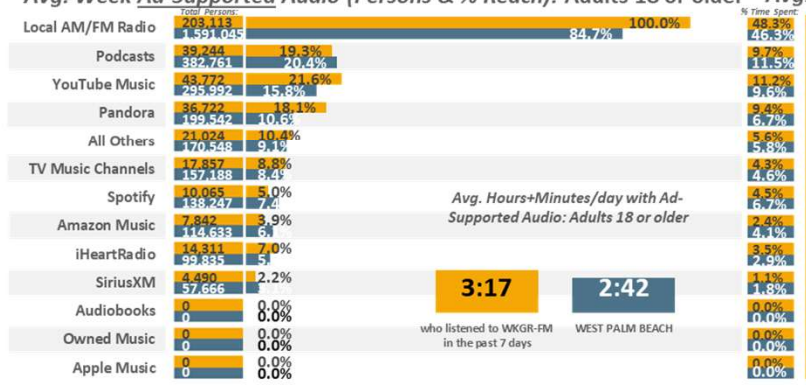
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



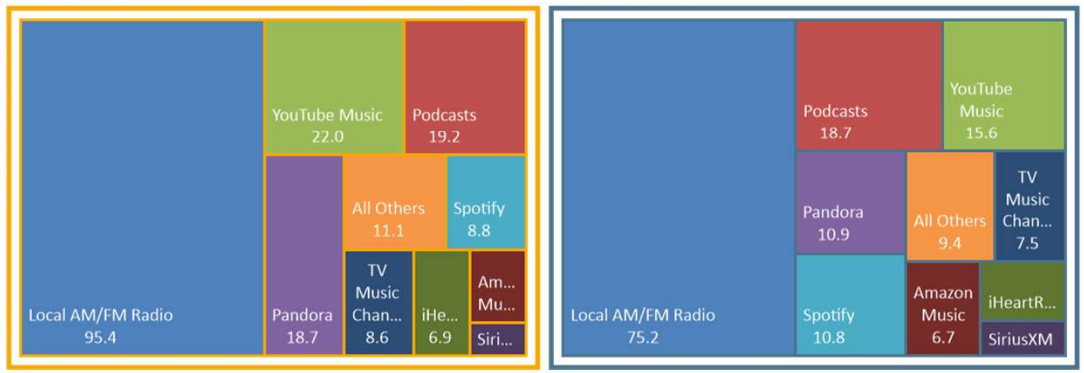
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 290

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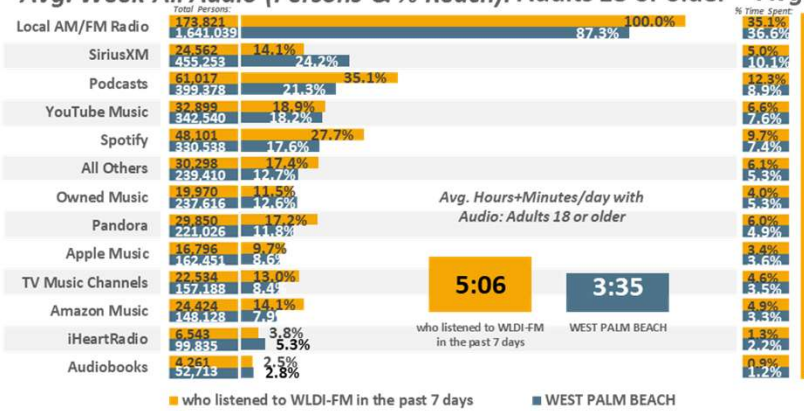
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(Radio Stations: WKGR-FM)

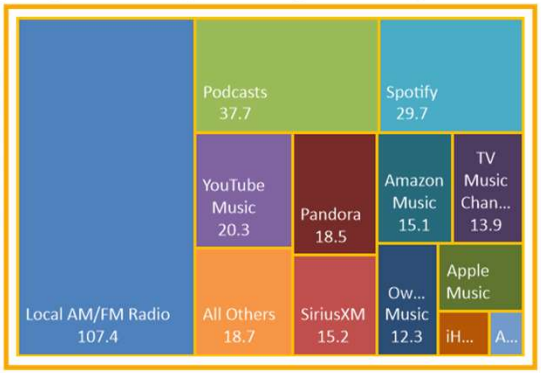
WILD 95.5
THE PALM BEACHES #1 HIT MUSIC STATION

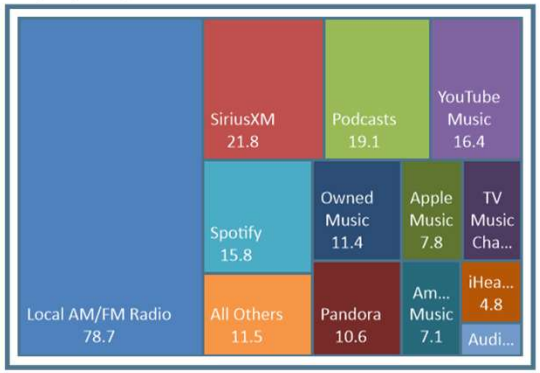
173,821 or 100.% of Adults 18 or older who listened to WLDI-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 106.2 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.

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

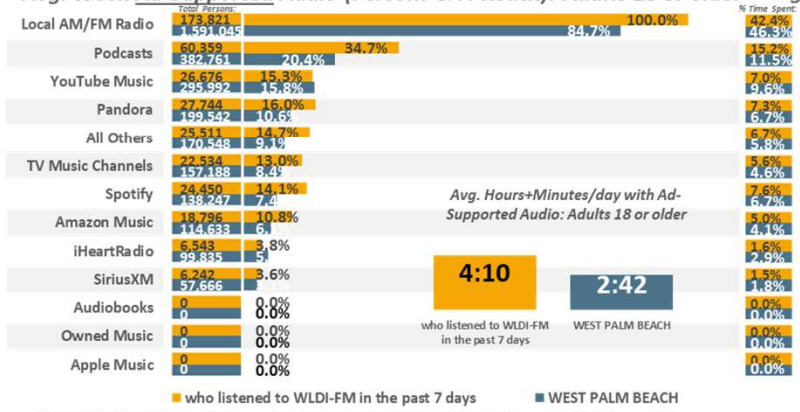


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

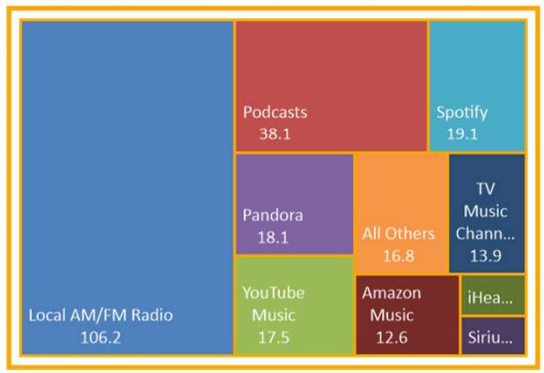


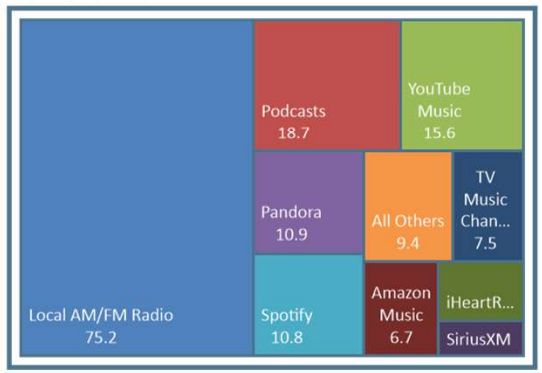


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 211

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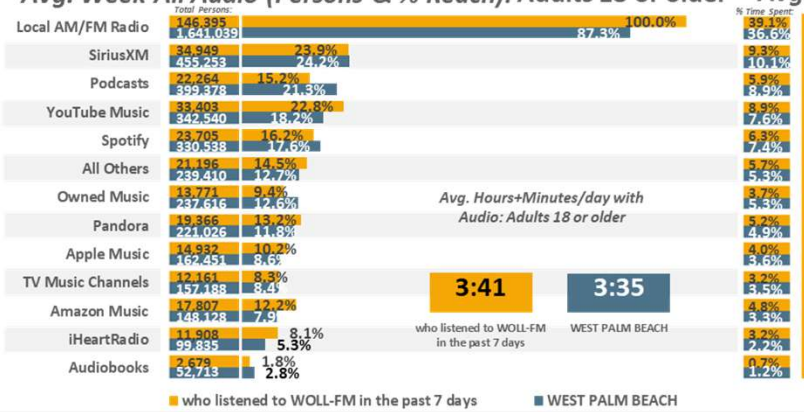
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(Radio Stations: WLDI-FM)

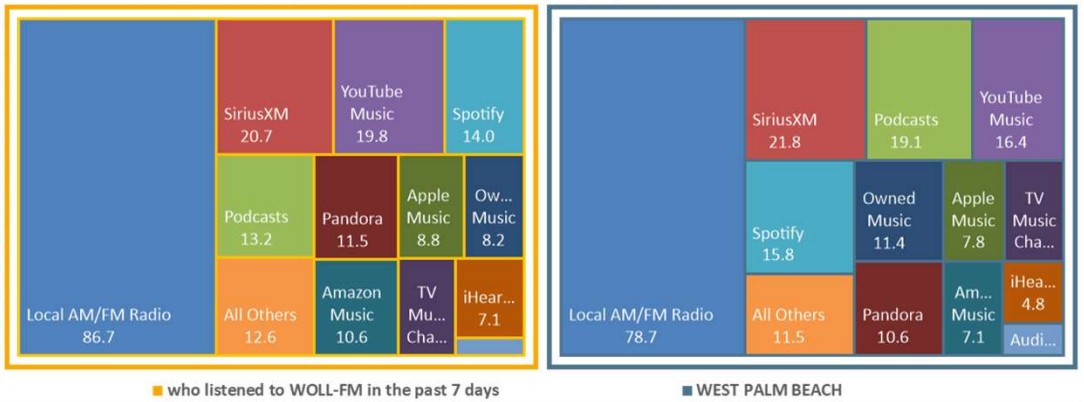
TODAY'S KOOL 105.5

146,395 or 100.% of Adults 18 or older who listened to WOLL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 80.1 minutes every day representing 46.7% of all time spent daily with Ad-Supported Audio.

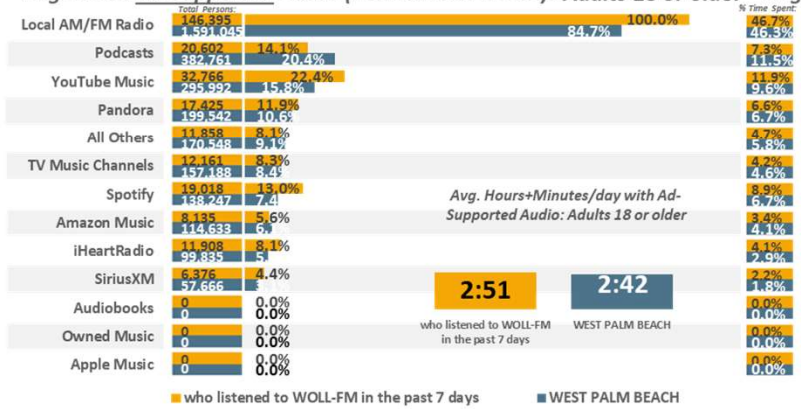
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



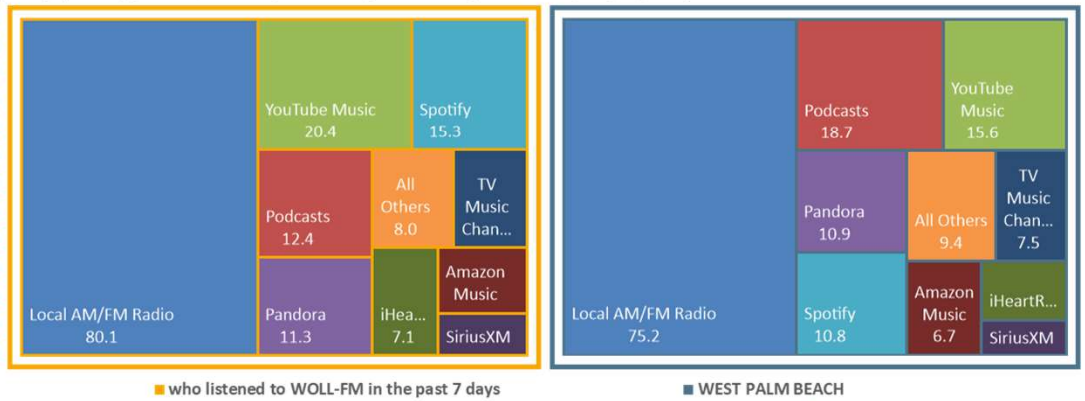
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 210

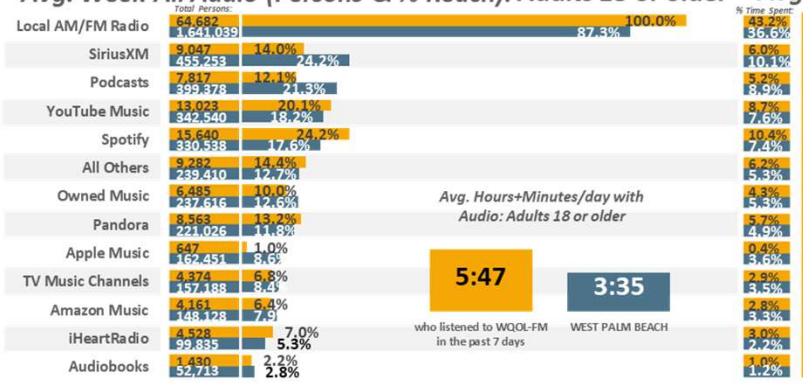
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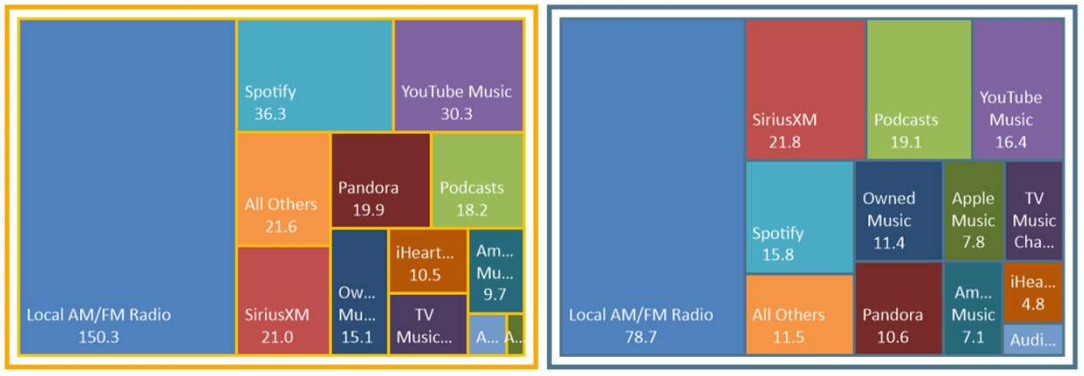
(Radio Stations: WOLL-FM)

64,682 or 100.% of Adults 18 or older who listened to WQOL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 150.3 minutes every day representing 51.% of all time spent daily with Ad-Supported Audio.

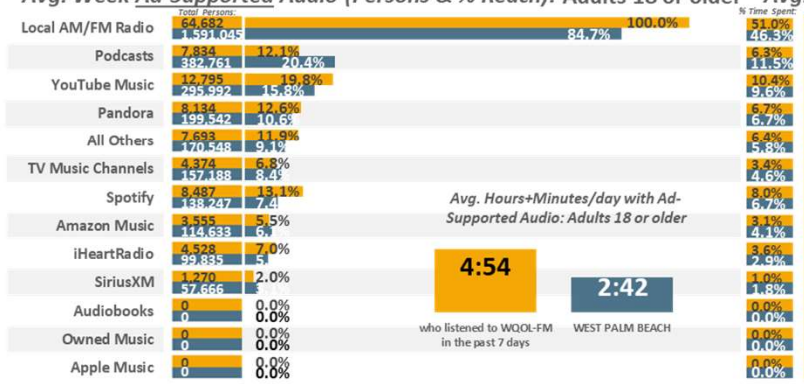
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



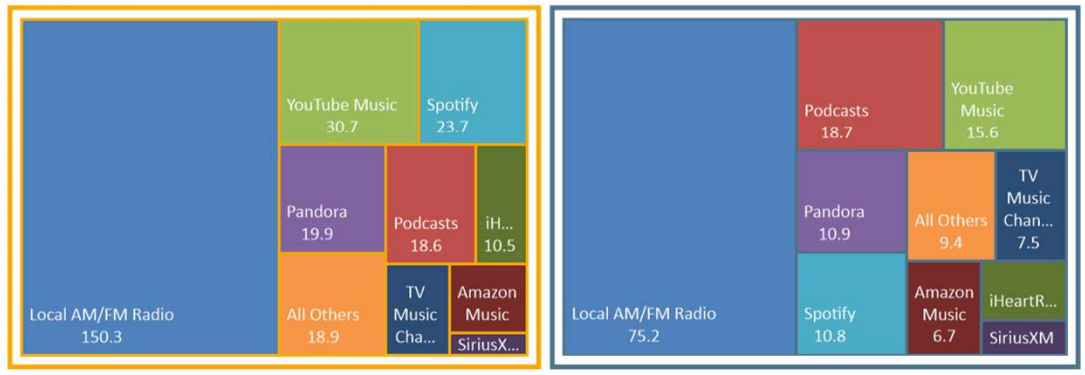
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



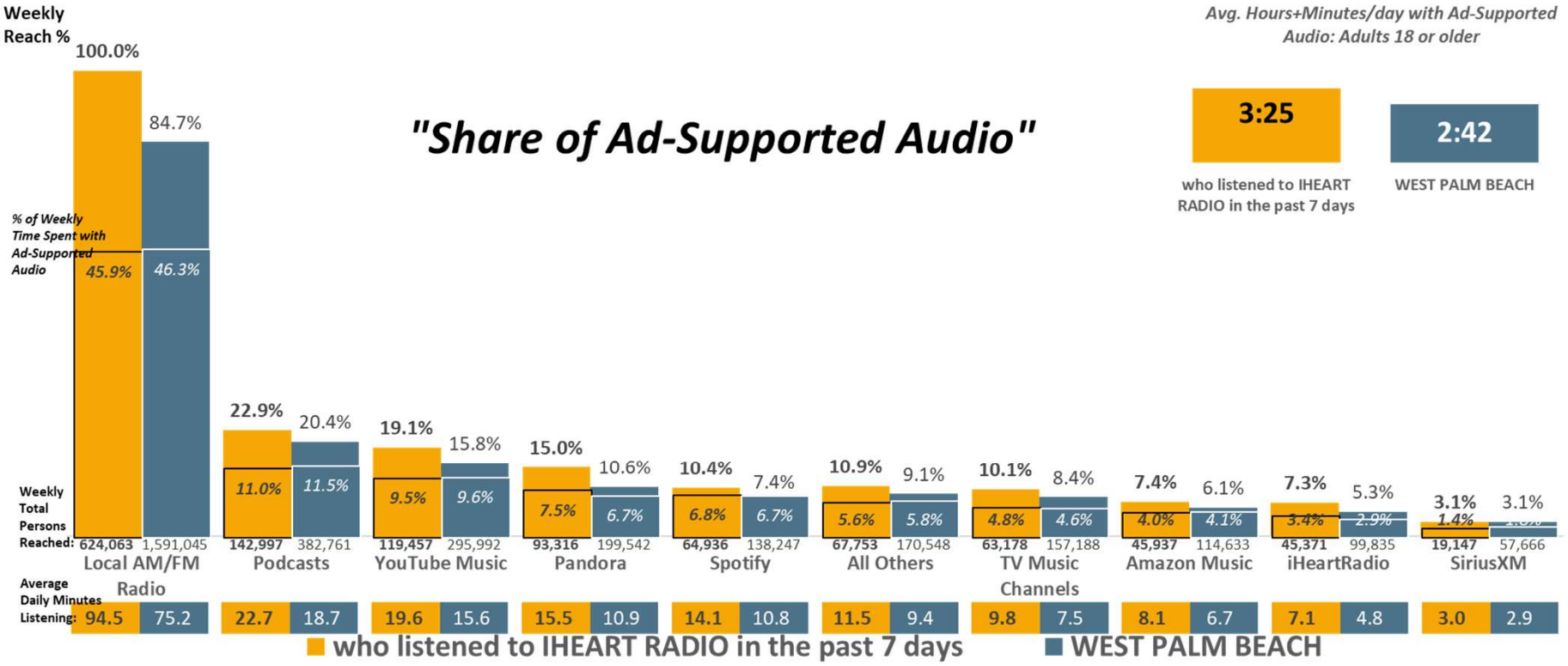
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

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(Radio Stations: WQOL-FM)

624,063 or 100.% of Adults 18 or older who listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 94.5 minutes every day representing 45.9% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Pandora	Spotify	All Others	TV Music Channels	Amazon Music	iHeartRadio	SiriusXM
Weekly Reach %	100.0%	22.9%	19.1%	15.0%	10.4%	10.9%	10.1%	7.4%	7.3%	3.1%
	84.7%	20.4%	15.8%	10.6%	7.4%	9.1%	8.4%	6.1%	5.3%	3.1%
% of Weekly Time Spent with Ad-Supported Audio	45.9%	11.0%	9.5%	7.5%	6.8%	5.6%	4.8%	4.0%	3.4%	1.4%
	46.3%	11.5%	9.6%	6.7%	6.7%	5.8%	4.6%	4.1%	2.9%	1.8%
Weekly Total Persons Reached:	624,063	142,997	119,457	93,316	64,936	67,753	63,178	45,937	45,371	19,147
	1,591,045	382,761	295,992	199,542	138,247	170,548	157,188	114,633	99,835	57,666
Average Daily Minutes Listening:	94.5	22.7	19.6	15.5	14.1	11.5	9.8	8.1	7.1	3.0
	75.2	18.7	15.6	10.9	10.8	9.4	7.5	6.7	4.8	2.9

WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 872 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

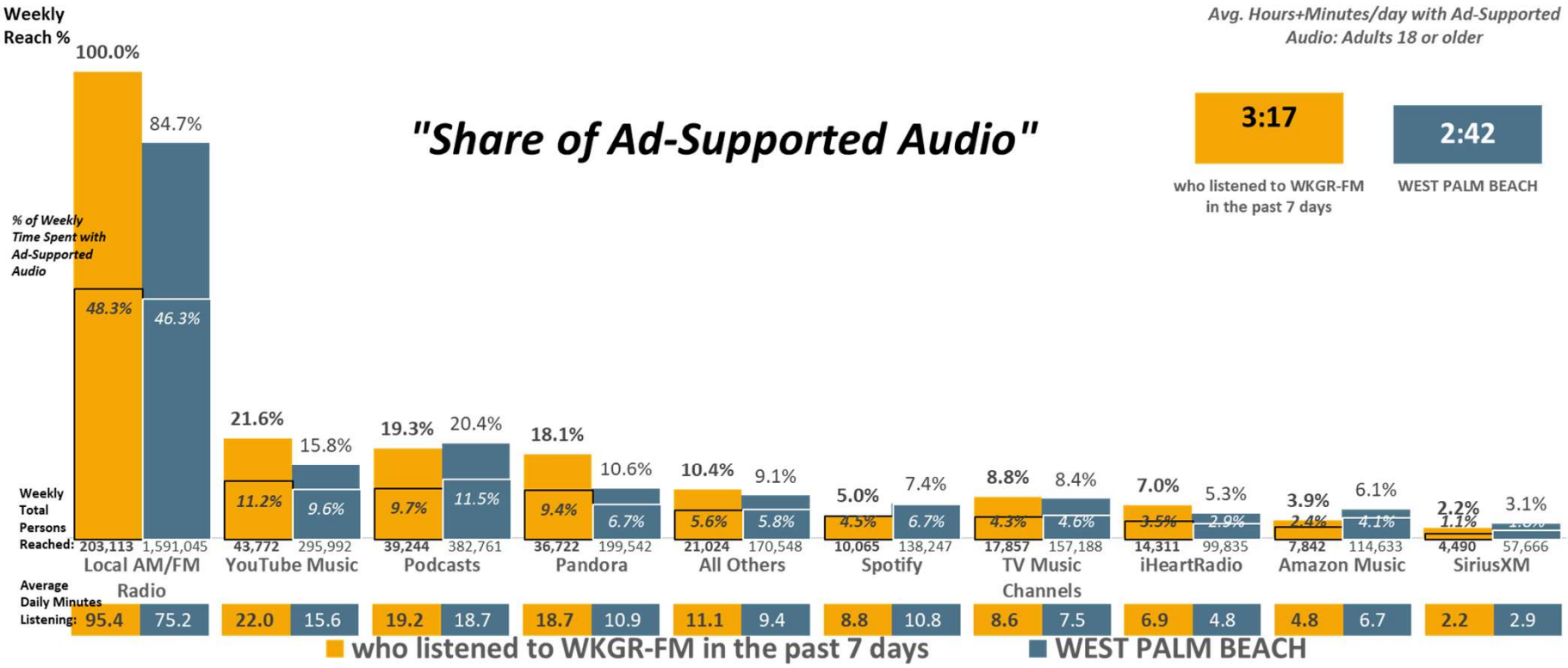
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR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

GATER 98.7fm

203,113 or 100.% of Adults 18 or older who listened to WKGR-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 95.4 minutes every day representing 48.3% of all time spent daily with Ad-Supported Audio.



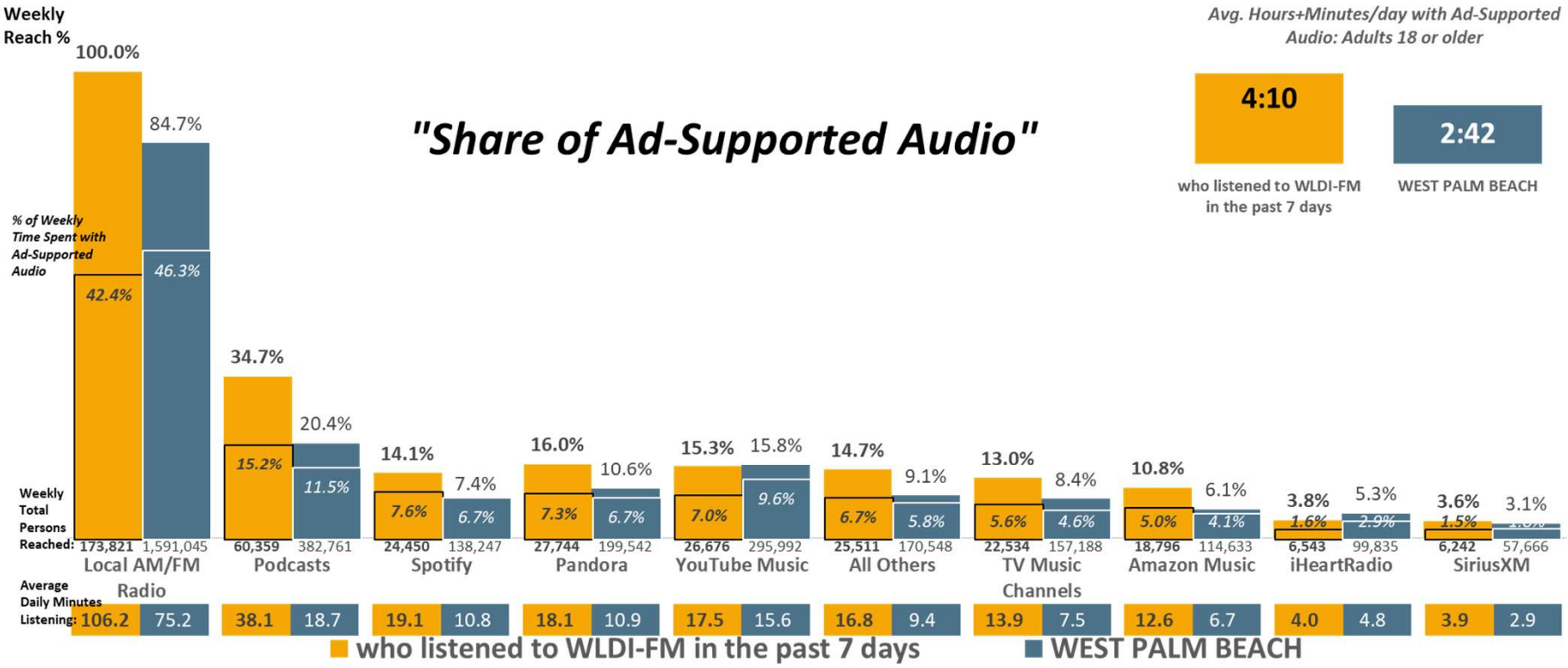
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 290 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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(Radio Stations: WKGR-FM)

173,821 or 100.% of Adults 18 or older who listened to WLDI-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 106.2 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.



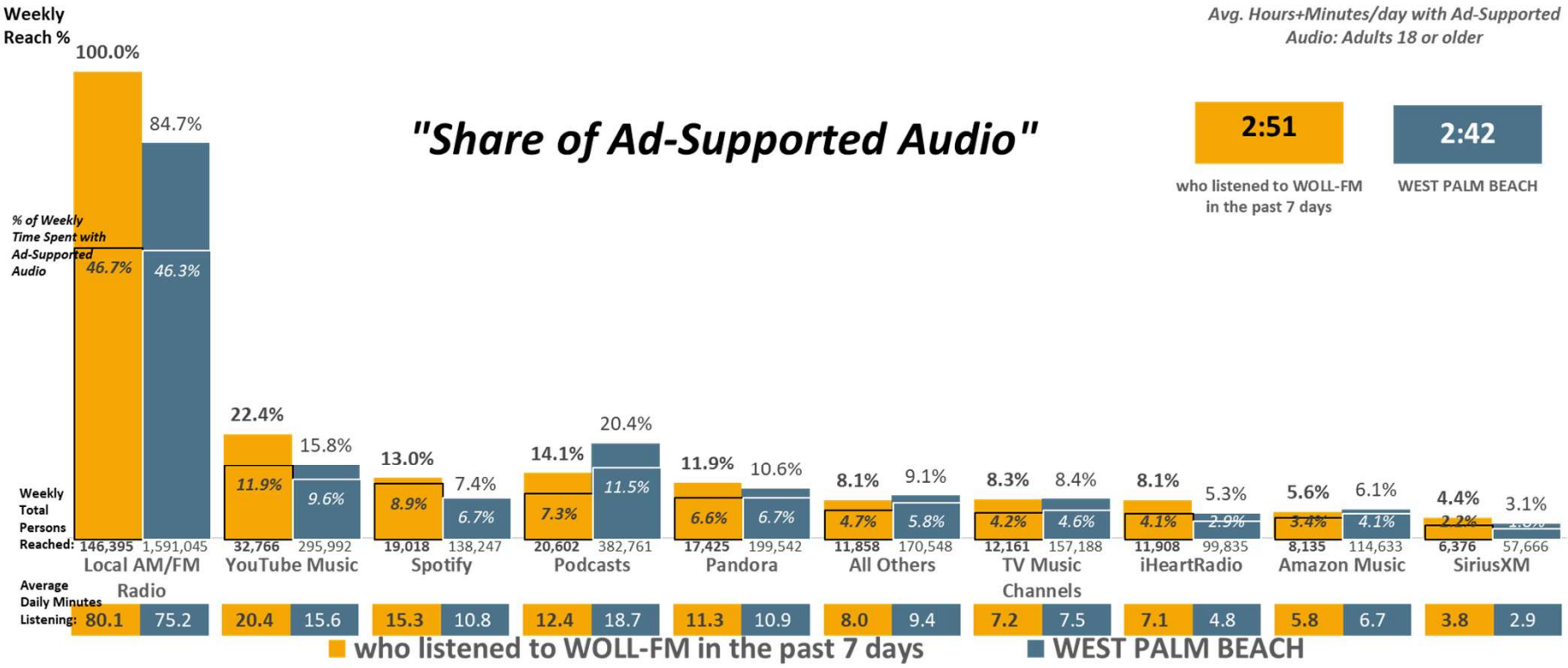
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 211 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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(Radio Stations: WLDI-FM)

146,395 or 100.% of Adults 18 or older who listened to WOLL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 80.1 minutes every day representing 46.7% of all time spent daily with Ad-Supported Audio.



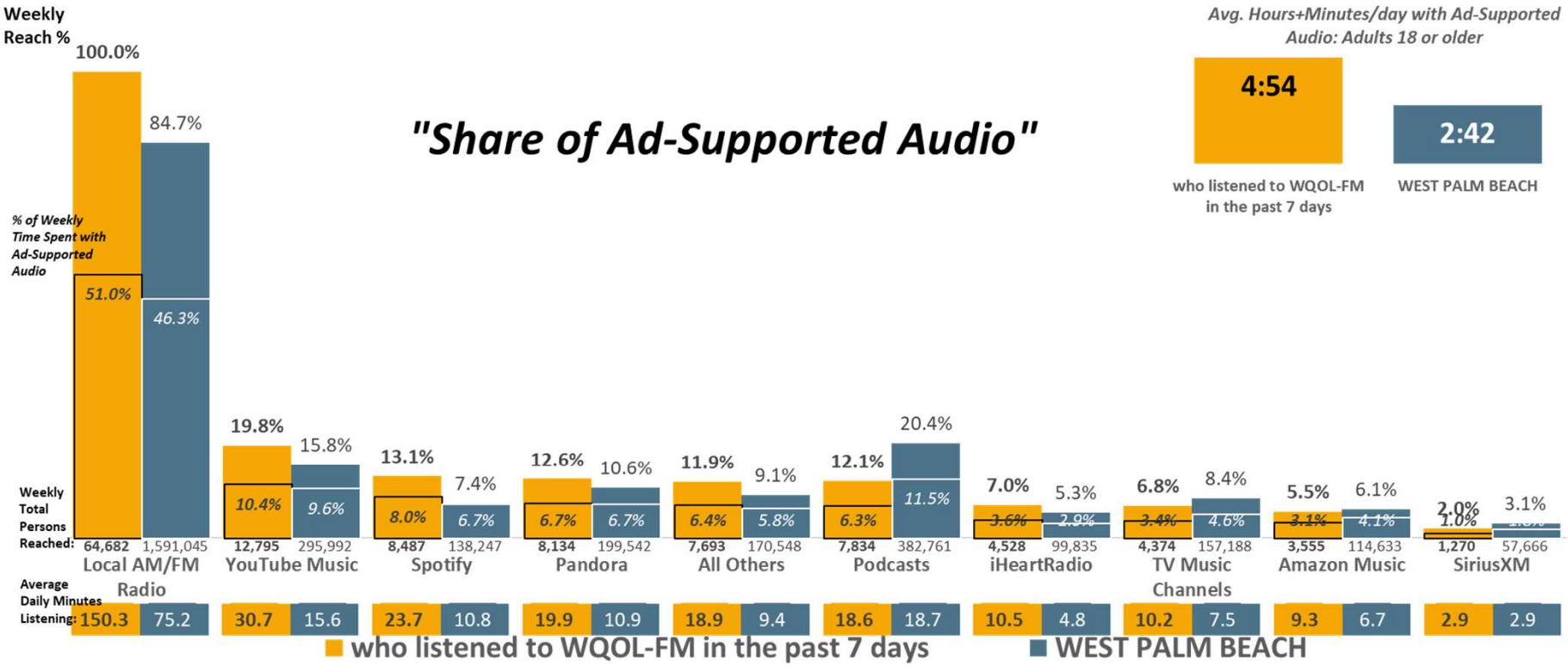
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 210 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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(Radio Stations: WOLL-FM)

64,682 or 100.% of Adults 18 or older who listened to WQOL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 150.3 minutes every day representing 51.% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 123 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

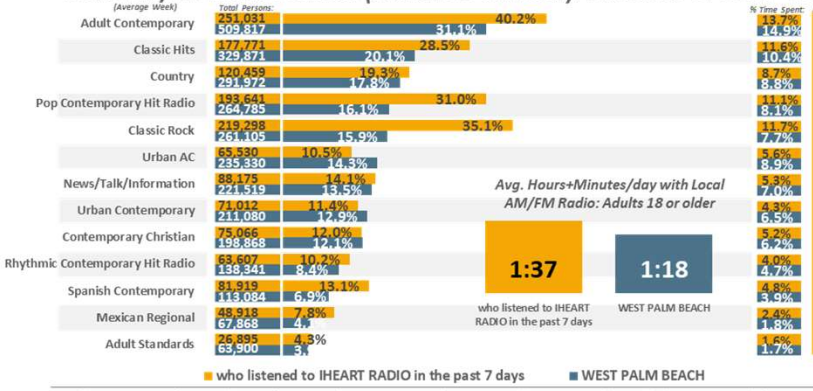
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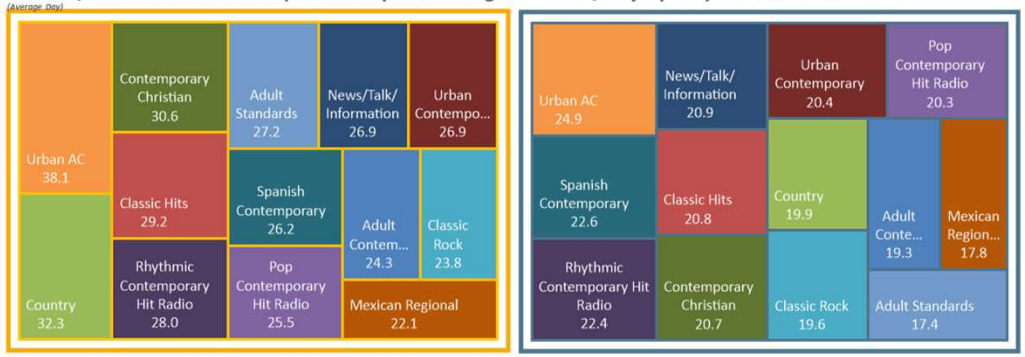
(Radio Stations: WQOL-FM)

624,063 or 100.% of Adults 18 or older who listened to IHEART RADIO in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Classic Hits, and Country.

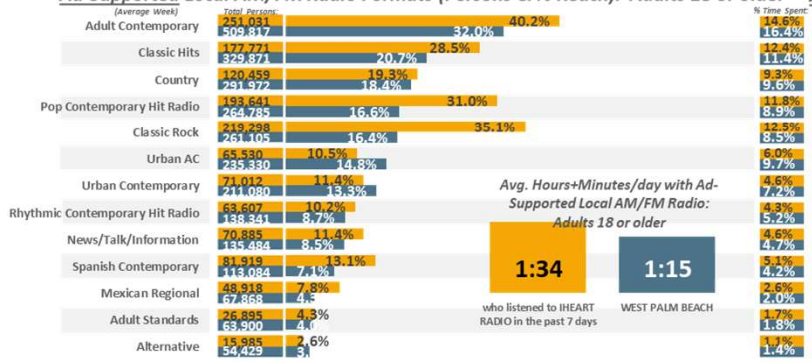
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



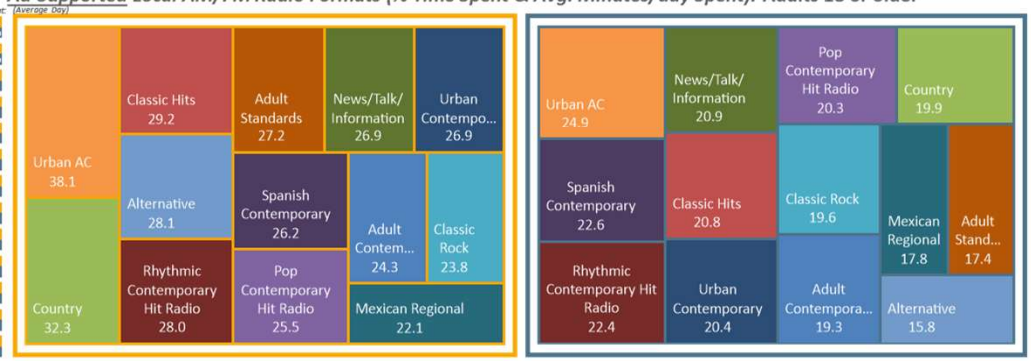
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 872

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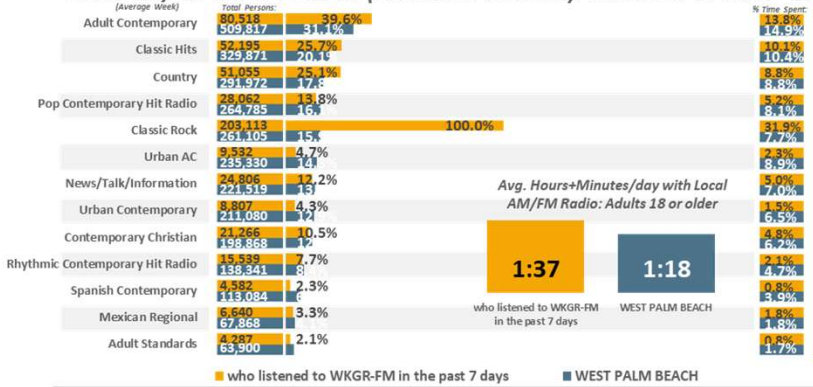
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR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

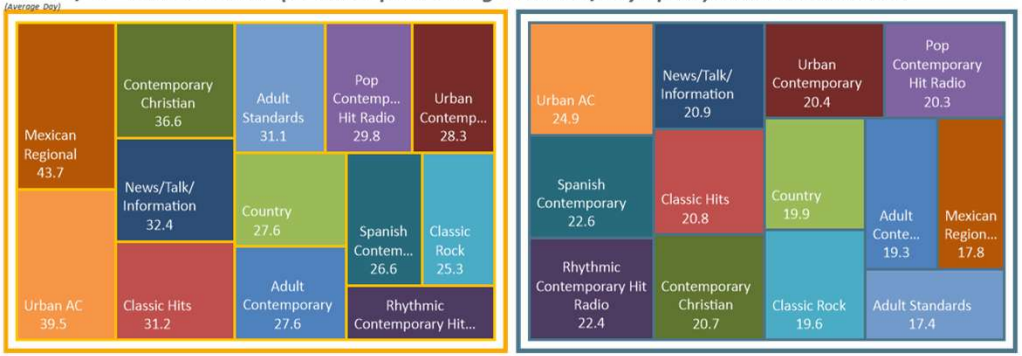
GATER 98.7fm

203,113 or 100.% of Adults 18 or older who listened to WKGR-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Classic Hits, Country, and Pop Contemporary Hit Radio.

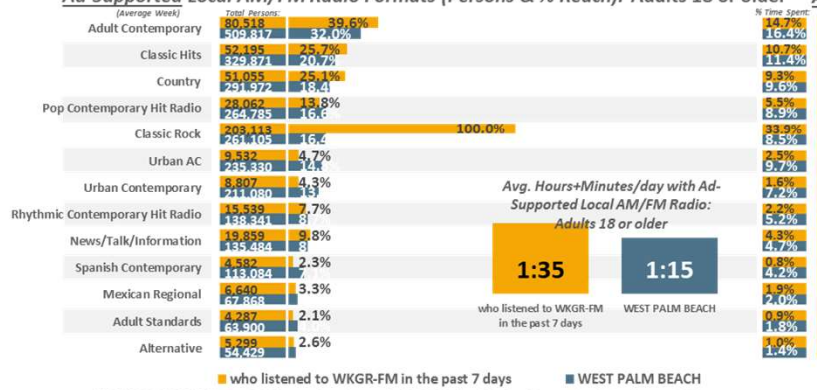
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



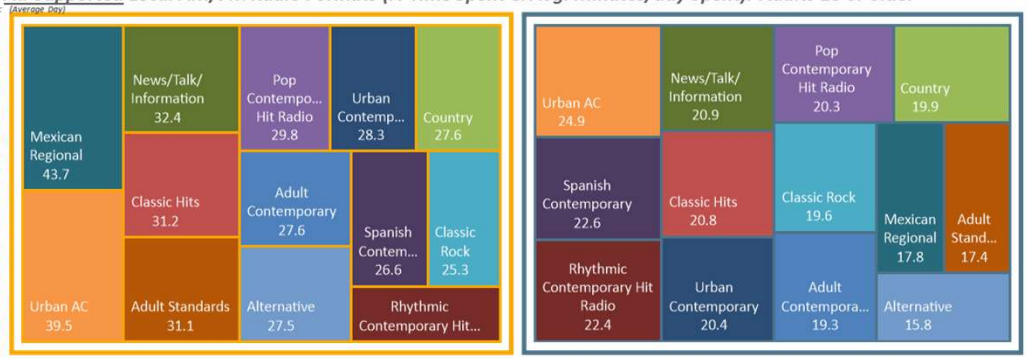
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 290

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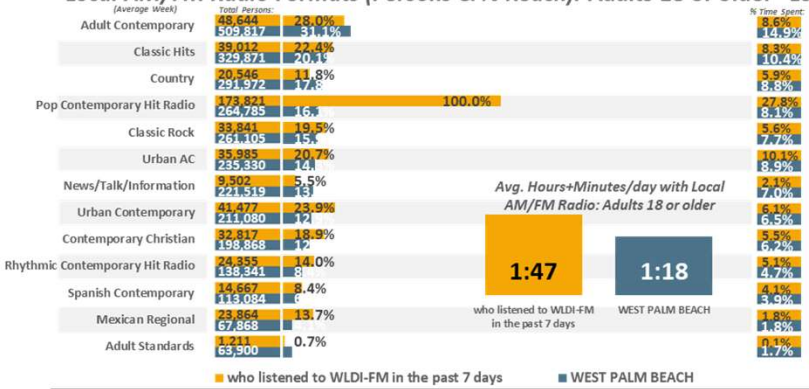
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(Radio Stations: WKGR-FM)

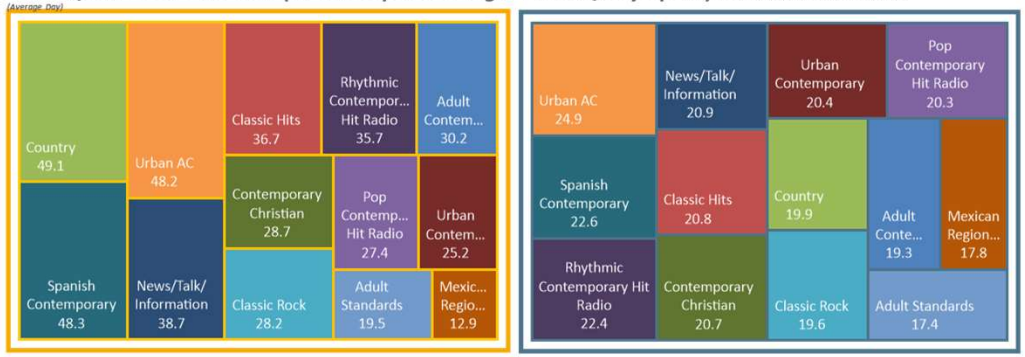
WILD 95.5
THE PALM BEACHES #1 HIT MUSIC STATION

173,821 or 100.% of Adults 18 or older who listened to WLDI-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Urban Contemporary, Classic Hits, and Urban AC.

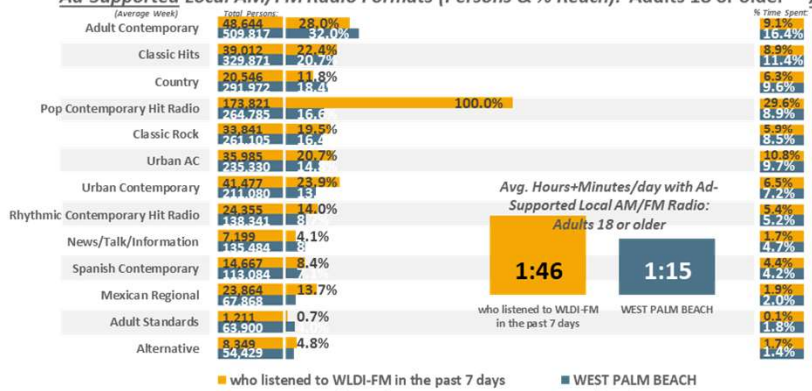
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



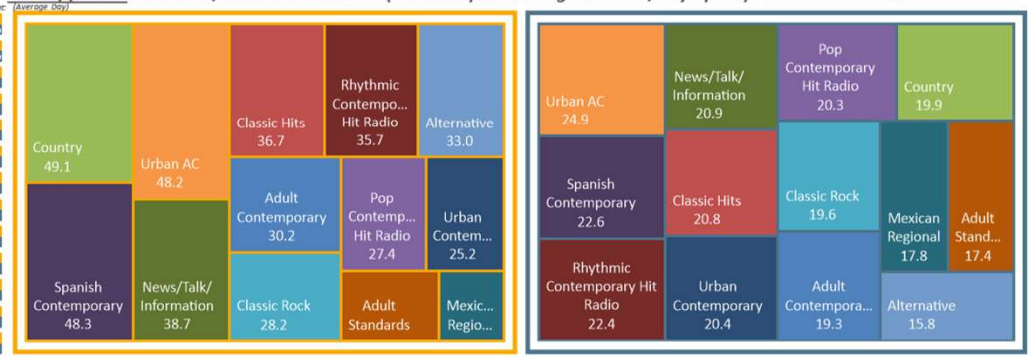
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 211

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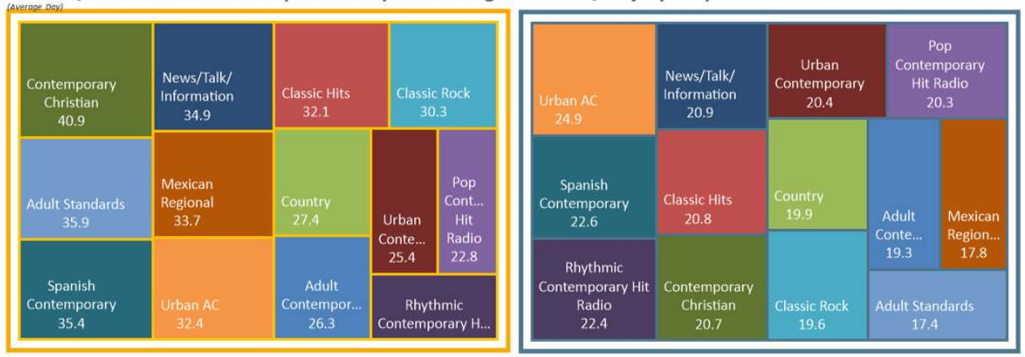
(Radio Stations: WLDI-FM)

146,395 or 100.% of Adults 18 or older who listened to WOLL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Rhythmic Contemporary Hit Radio.

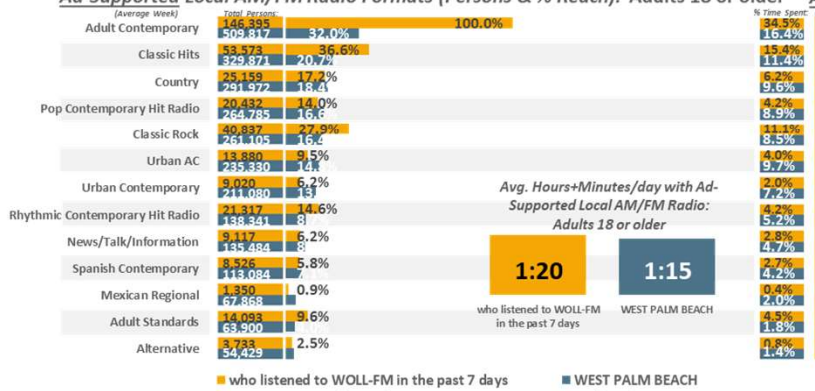
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



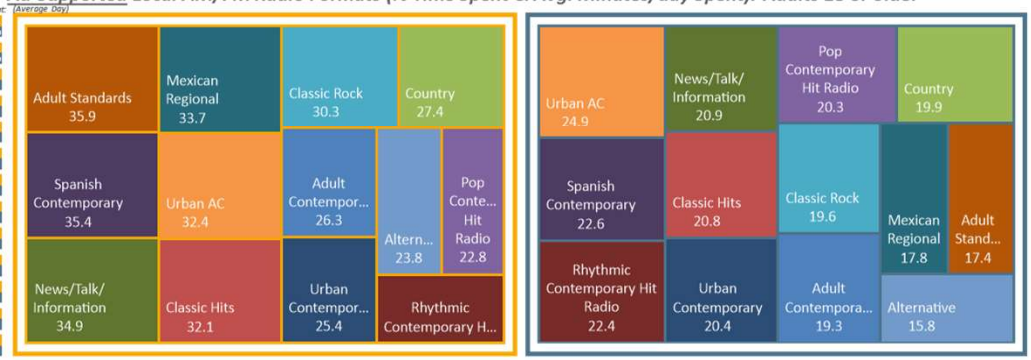
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 210

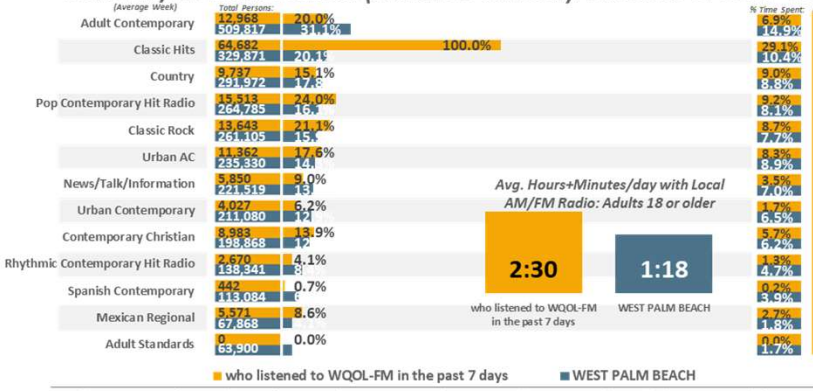
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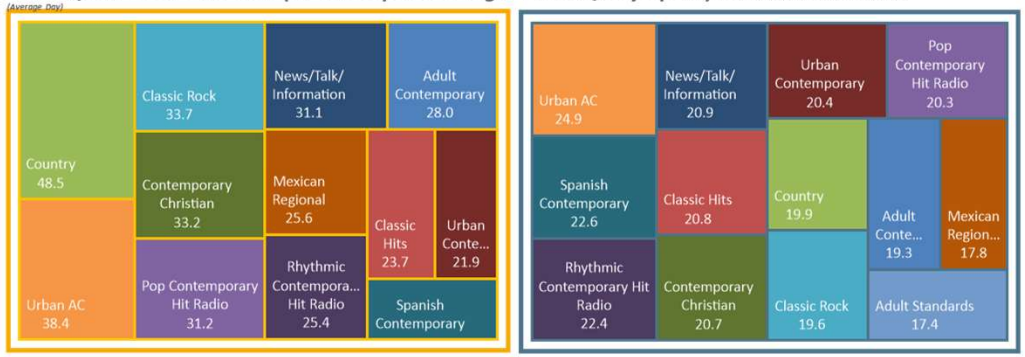
(Radio Stations: WOLL-FM)

64,682 or 100.% of Adults 18 or older who listened to WQOL-FM in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Pop Contemporary Hit Radio, Classic Rock, Adult Contemporary, and Urban AC.

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



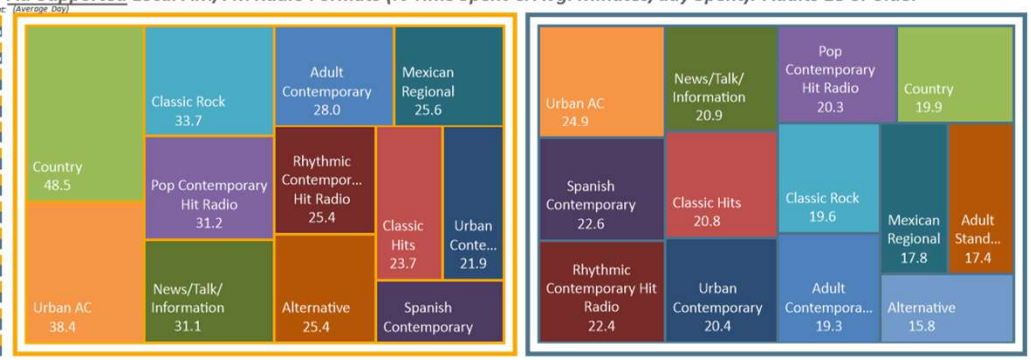
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

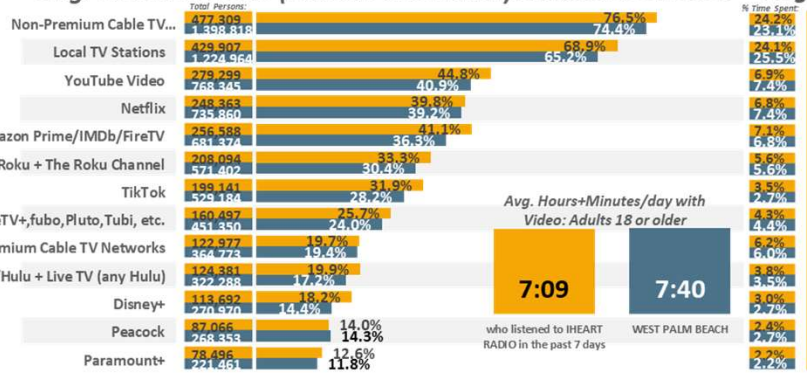
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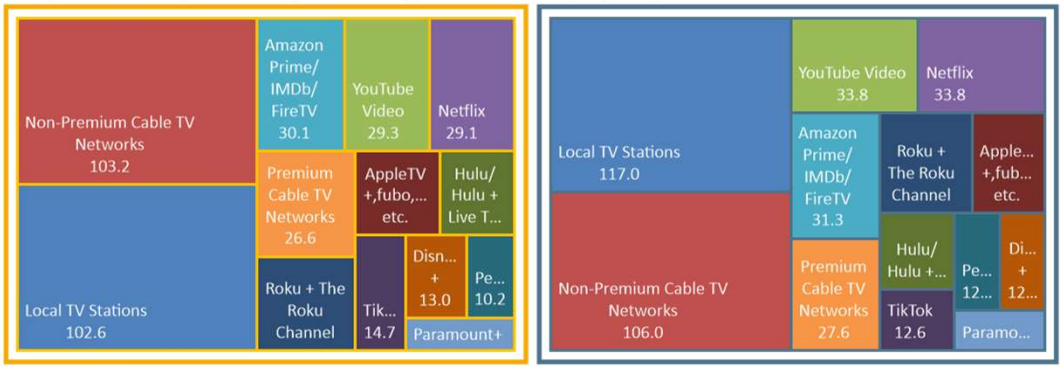
(Radio Stations: WQOL-FM)

425,296 or 68.1% of Adults 18 or older who listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 99.5 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.

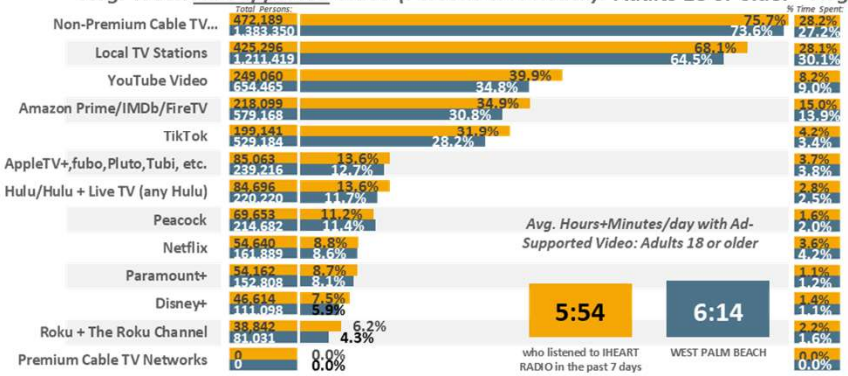
Avg. Week All Video (Persons & % Reach): Adults 18 or older



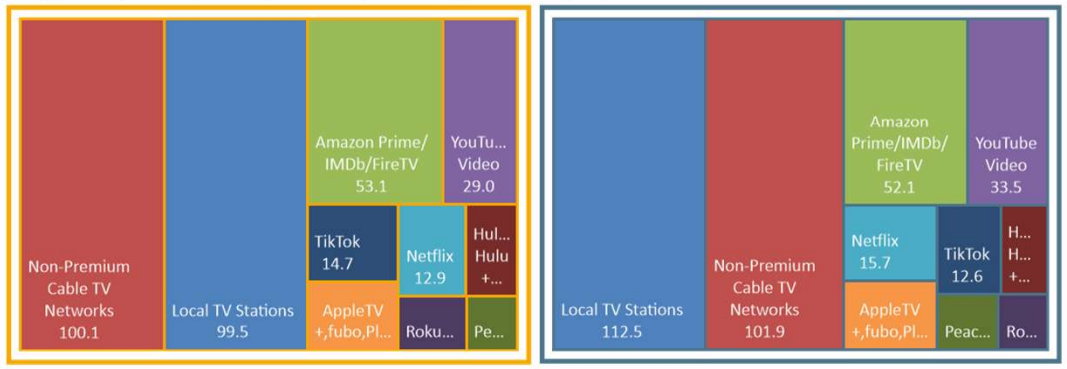
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 872

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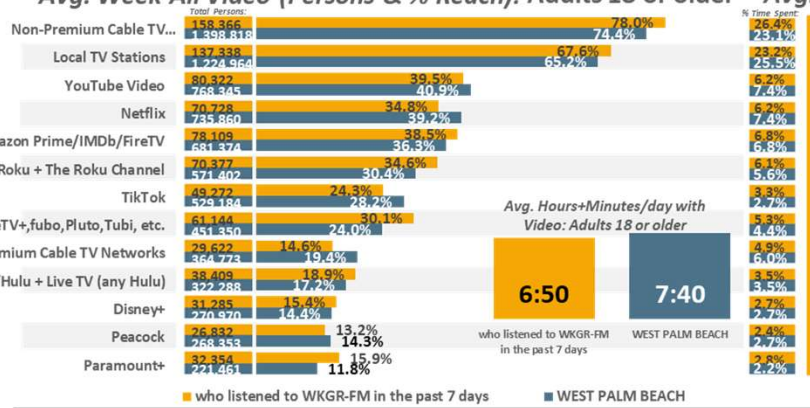
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR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

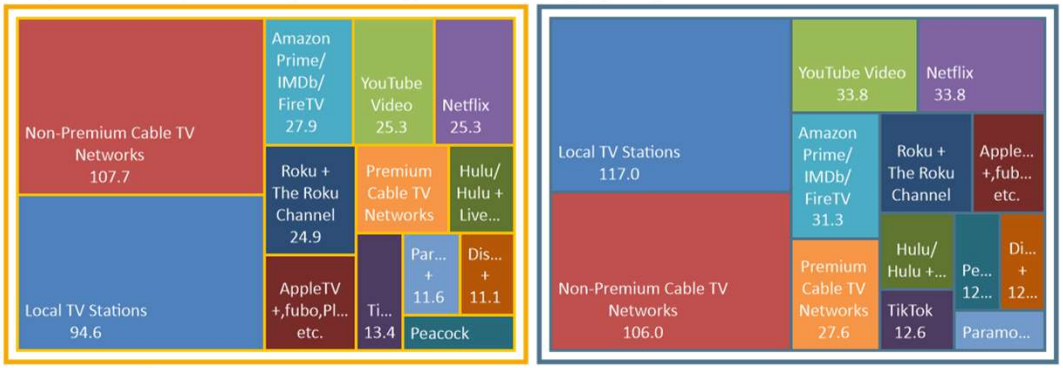
GATER 98.7fm

135,819 or 66.9% of Adults 18 or older who listened to WKGR-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 92.4 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.

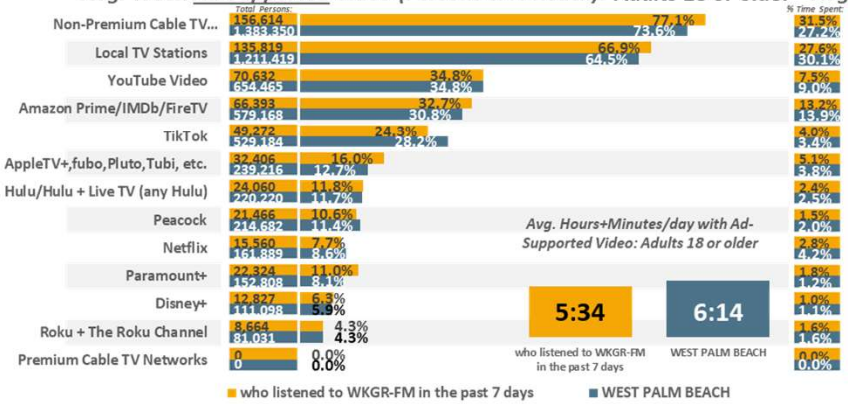
Avg. Week All Video (Persons & % Reach): Adults 18 or older



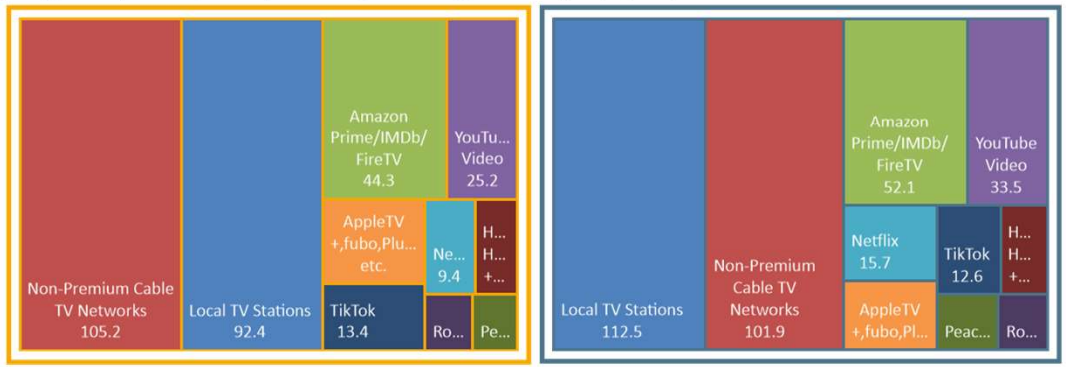
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 290

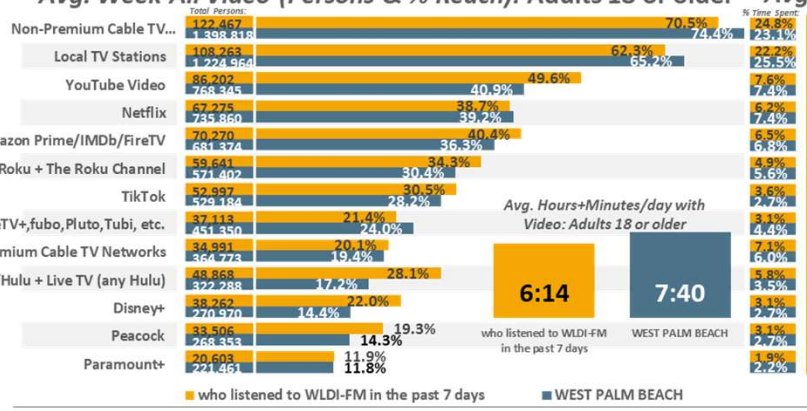
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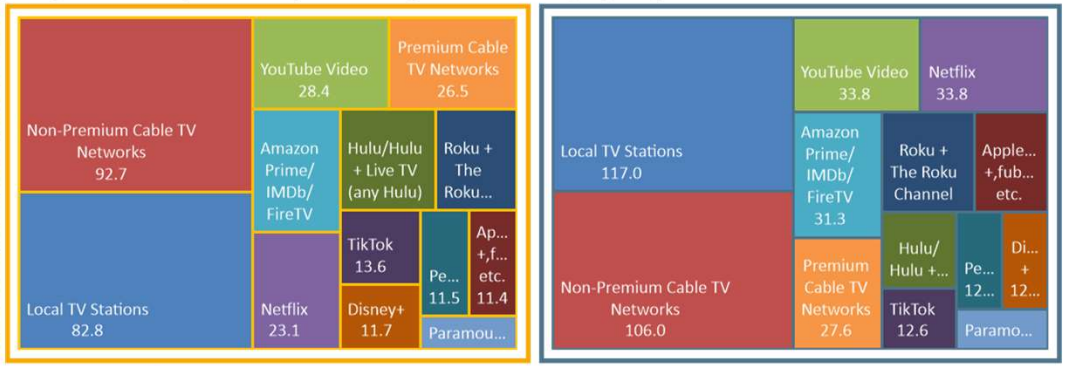
(Radio Stations: WKGR-FM)

106,700 or 61.4% of Adults 18 or older who listened to WLDI-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 81. minutes every day representing 25.9% of all time spent daily with Ad-Supported Video.

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



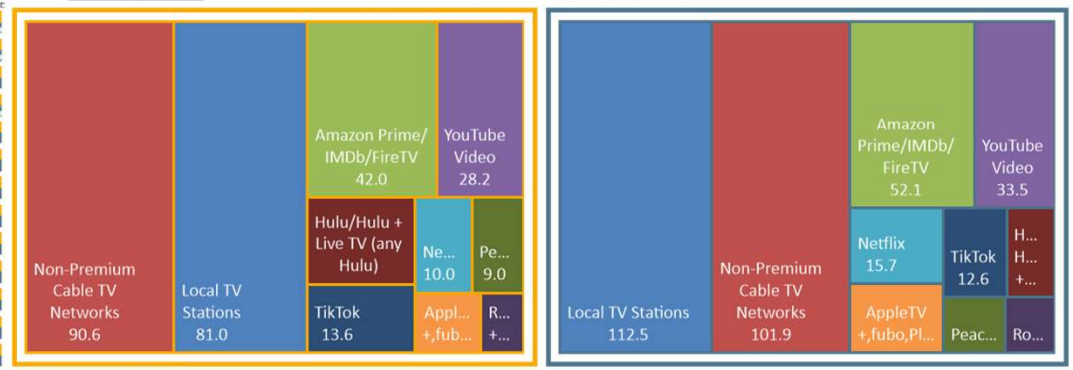
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 211

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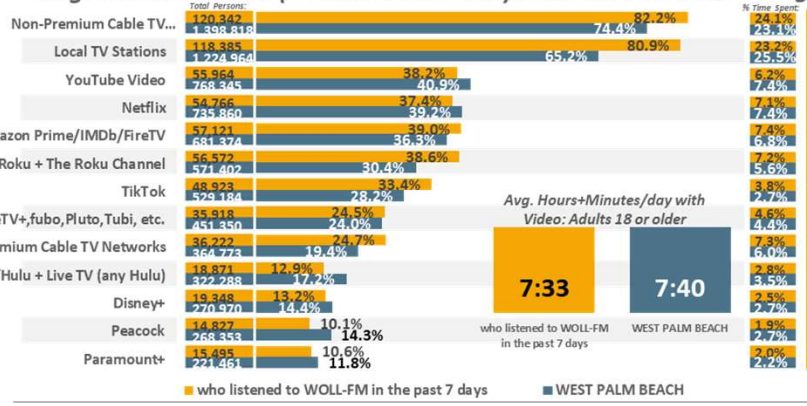
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(Radio Stations: WLDI-FM)

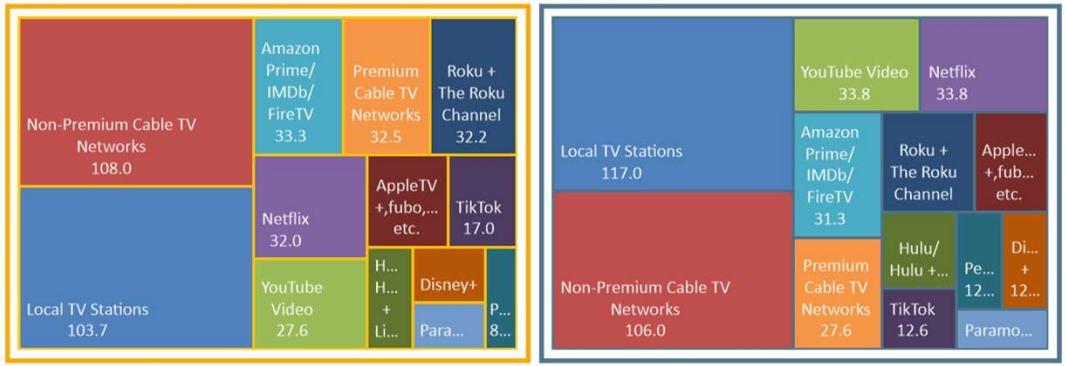
TODAY'S KOOL 105.5

117,004 or 79.9% of Adults 18 or older who listened to WOLL-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 99.2 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.

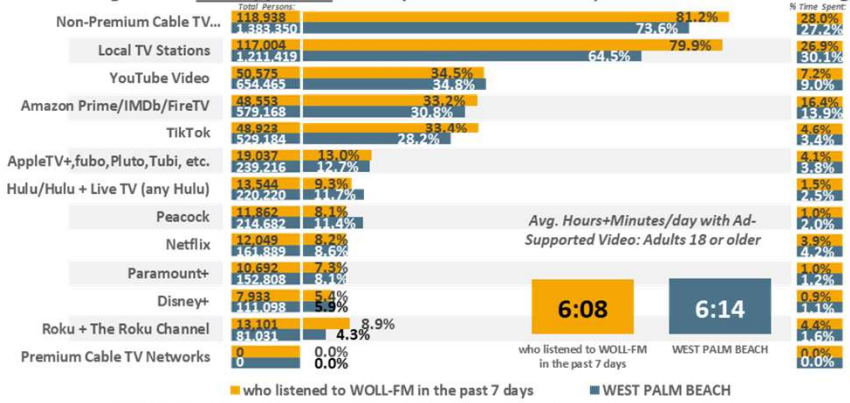
Avg. Week All Video (Persons & % Reach): Adults 18 or older



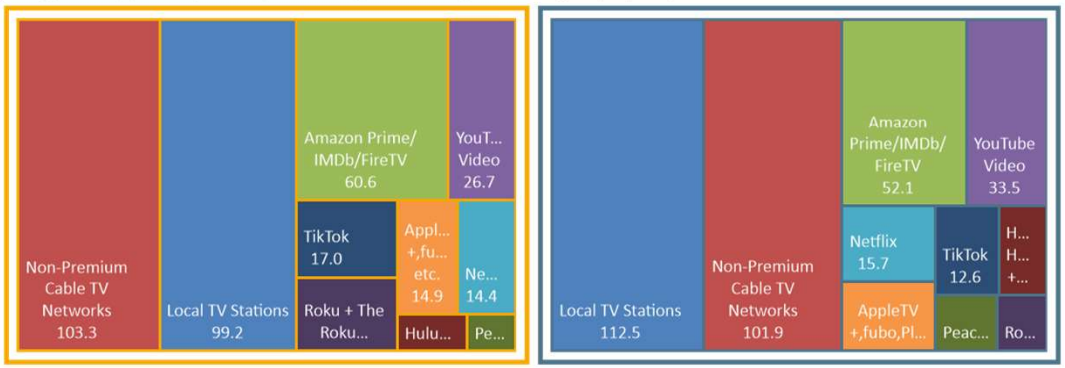
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 210

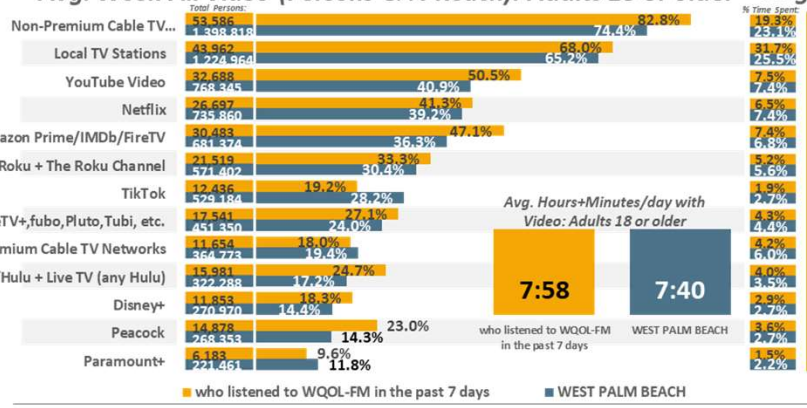
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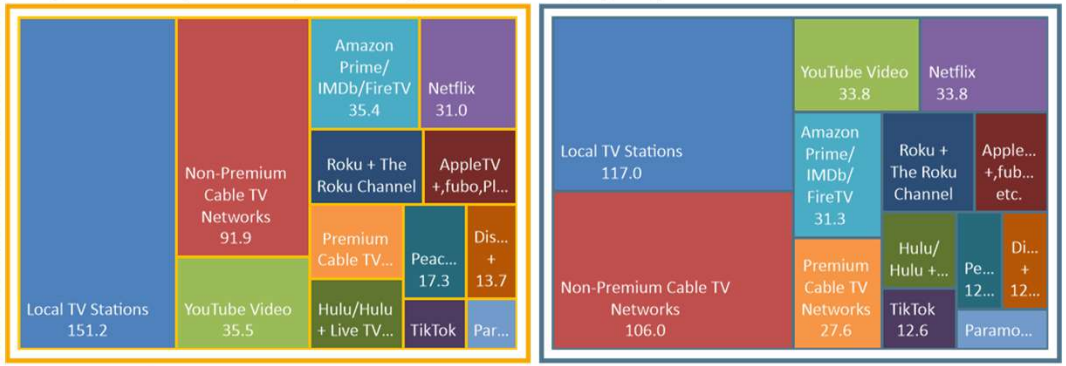
(Radio Stations: WOLL-FM)

43,310 or 67.% of Adults 18 or older who listened to WQOL-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 150.1 minutes every day representing 37.8% of all time spent daily with Ad-Supported Video.

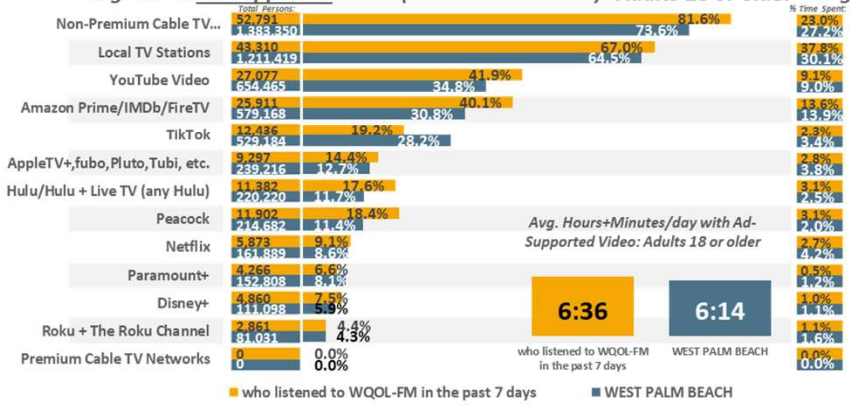
Avg. Week All Video (Persons & % Reach): Adults 18 or older



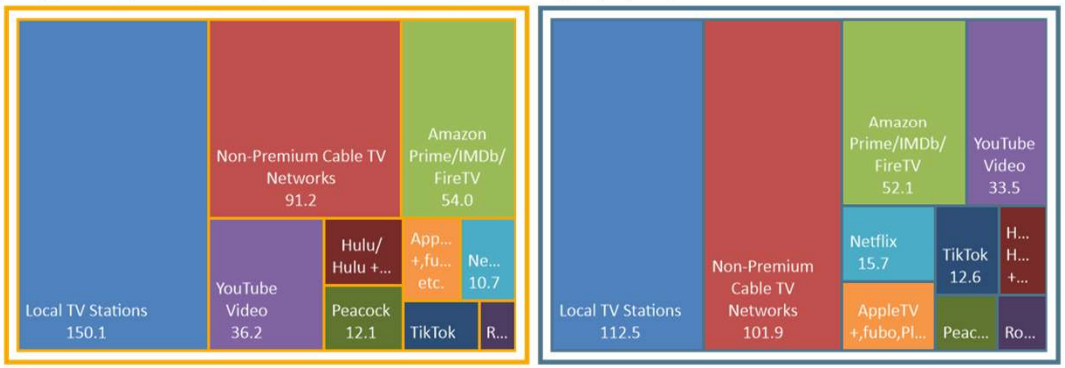
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



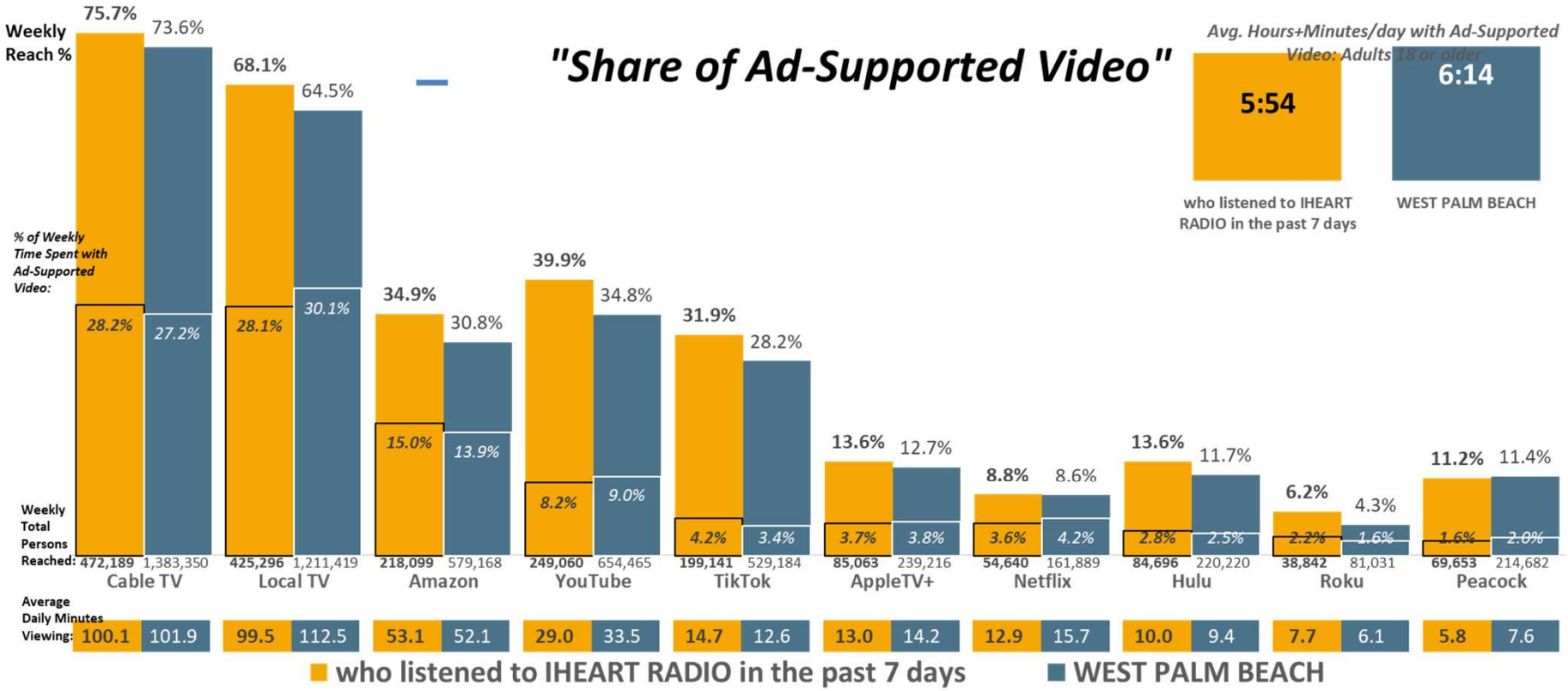
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

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(Radio Stations: WQOL-FM)

425,296 or 68.1% of Adults 18 or older who listened to IHEART RADIO in the past 7 days watch Ad-Supported Local TV Stations for an average of 99.5 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 872 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

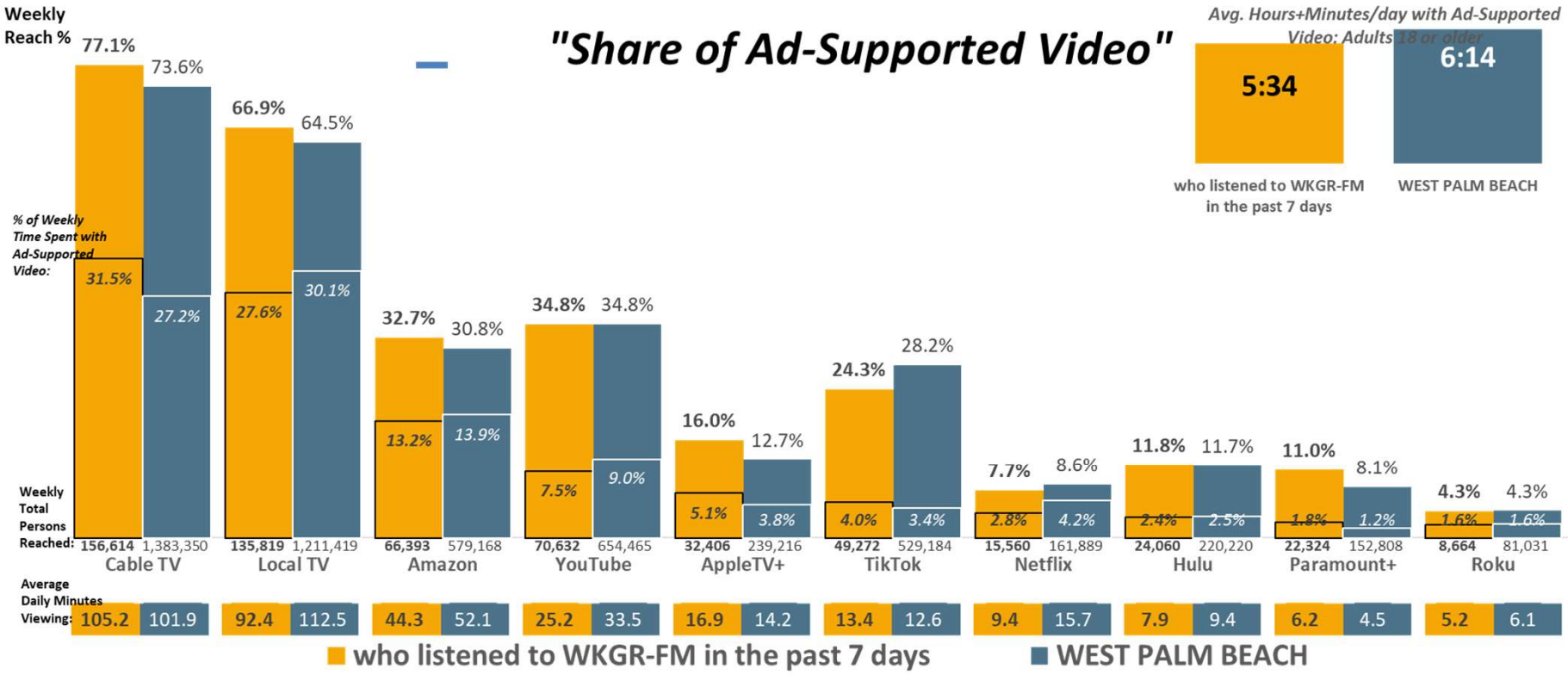
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GATER 98.7fm

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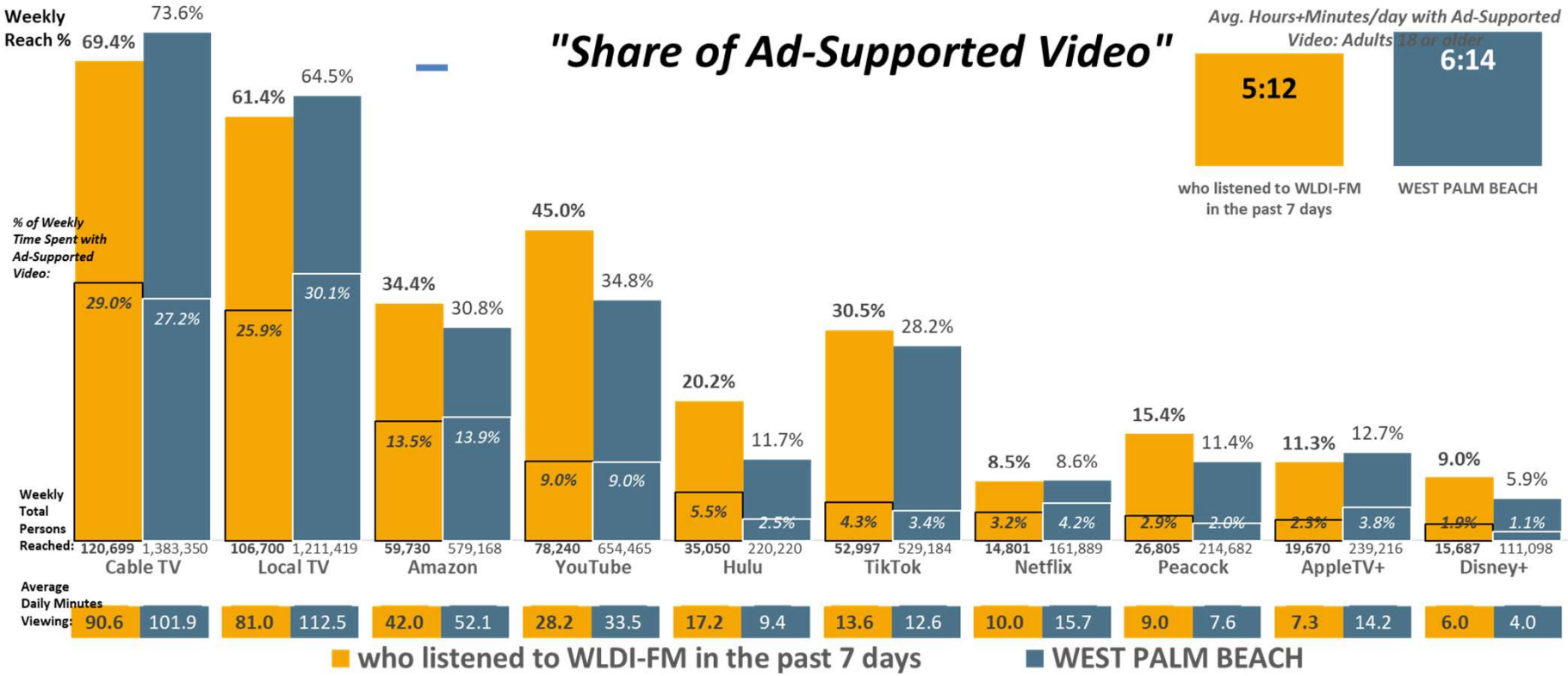
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 290 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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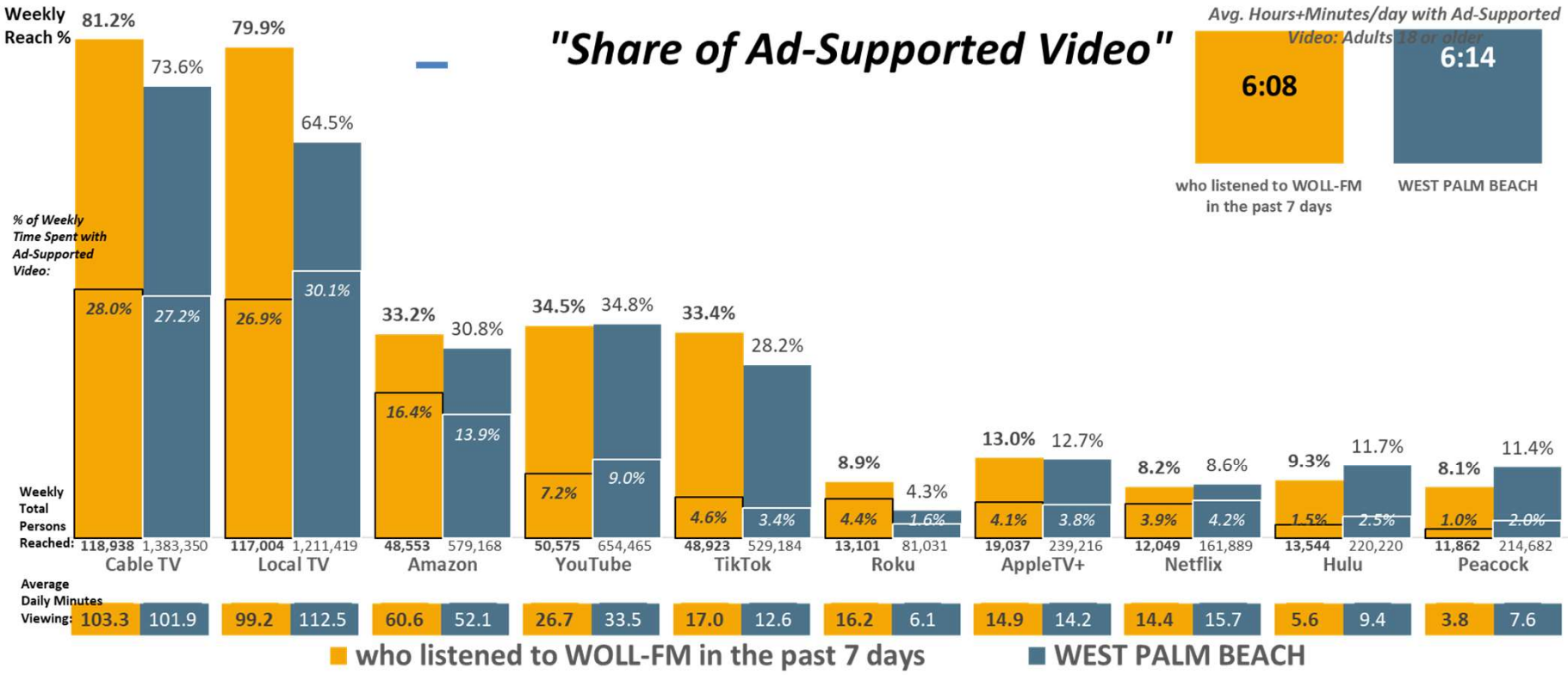
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 211 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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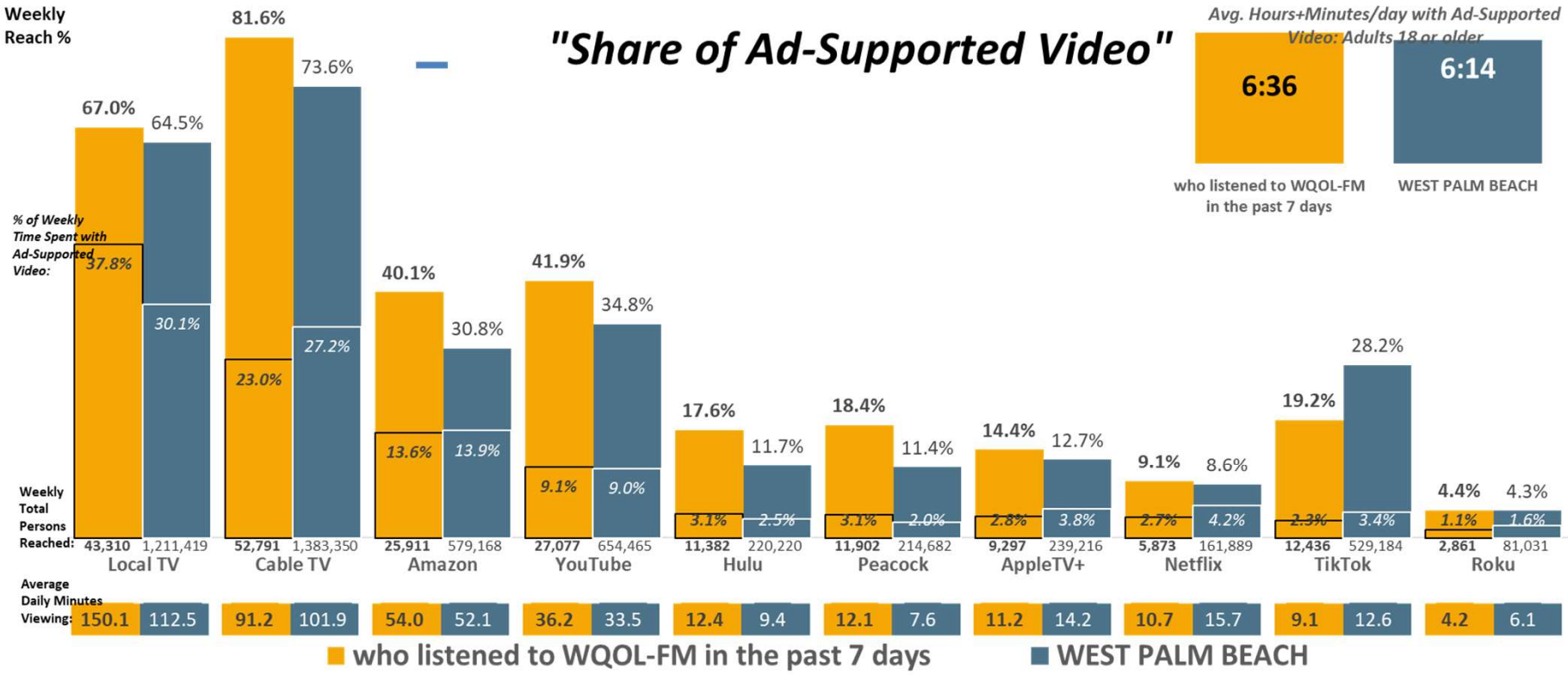
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 210 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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(Radio Stations: WOLL-FM)

43,310 or 67.% of Adults 18 or older who listened to WQOL-FM in the past 7 days watch Ad-Supported Local TV Stations for an average of 150.1 minutes every day representing 37.8% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 123 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

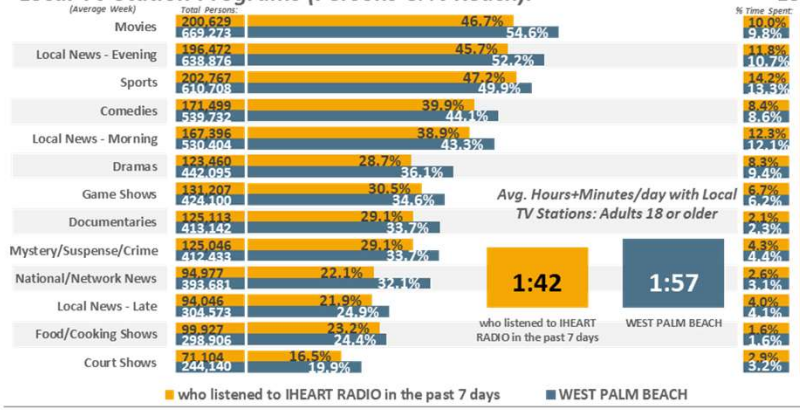
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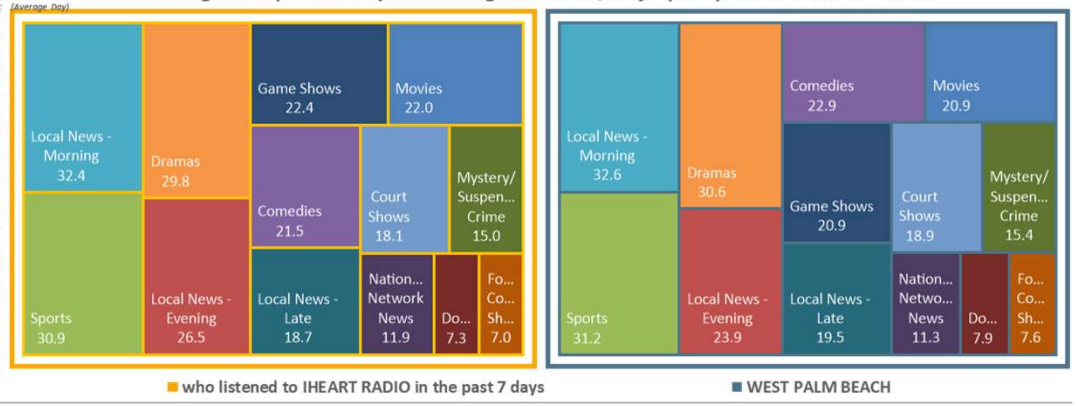
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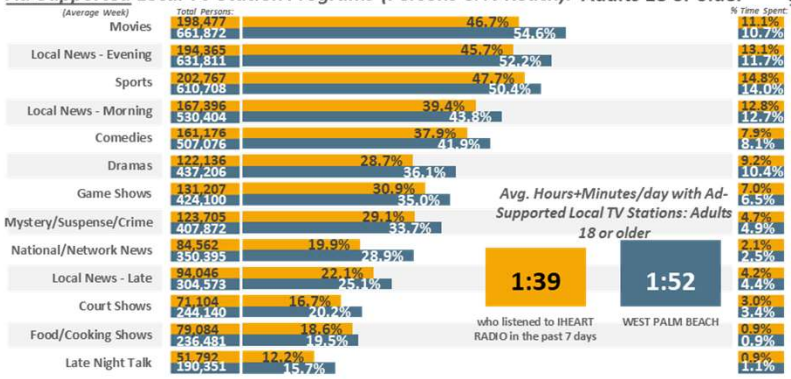
Local TV Station Programs (Persons & % Reach): Adults 18 or older



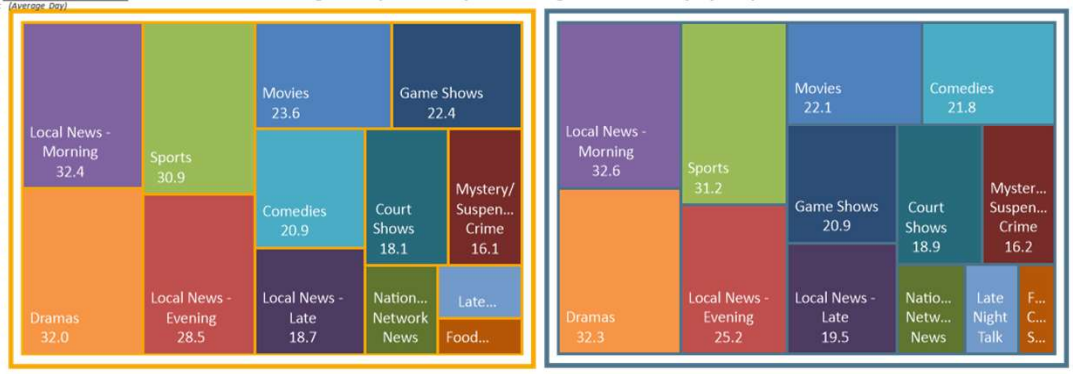
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 872

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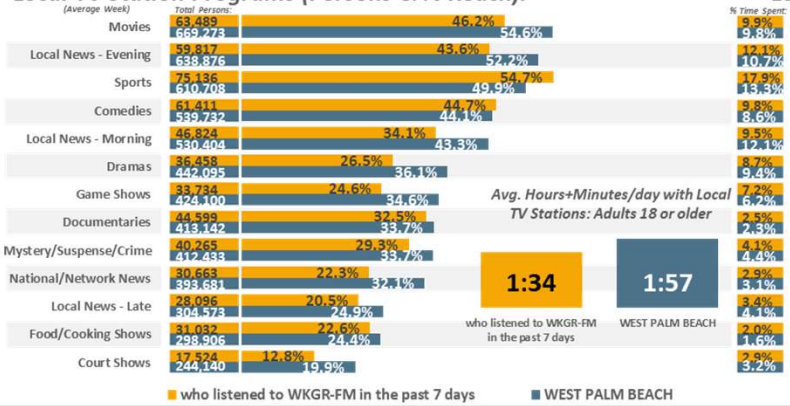
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR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

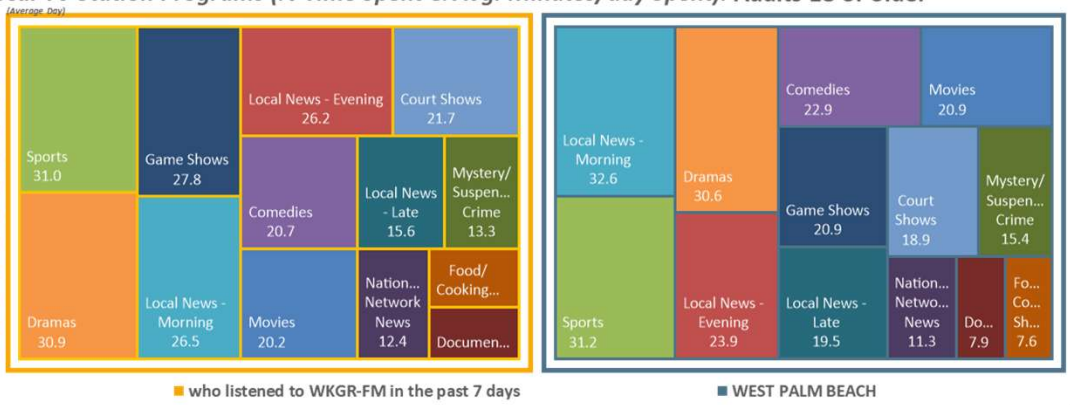
GATER 98.7fm

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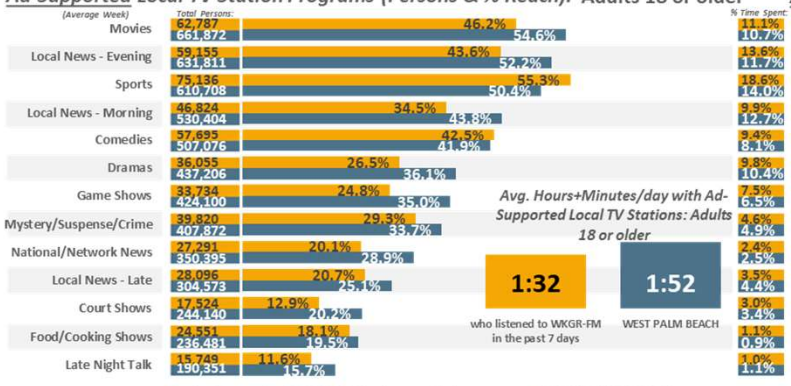
Local TV Station Programs (Persons & % Reach): Adults 18 or older



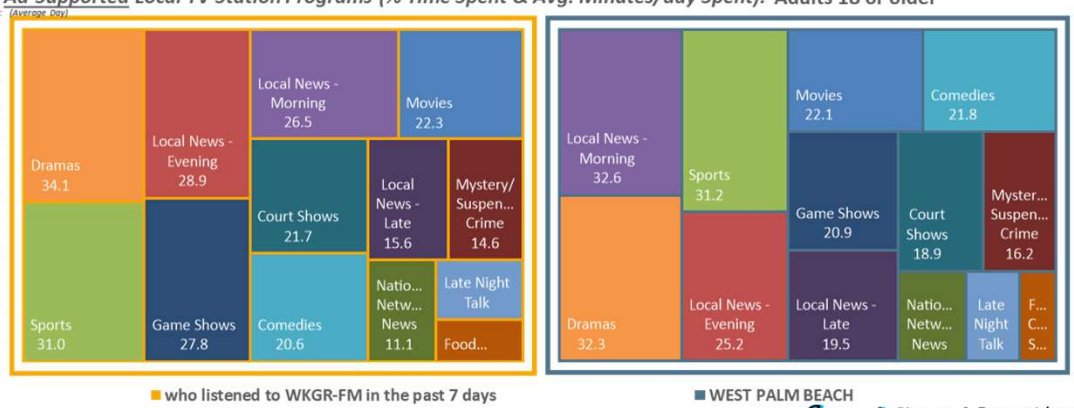
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 290

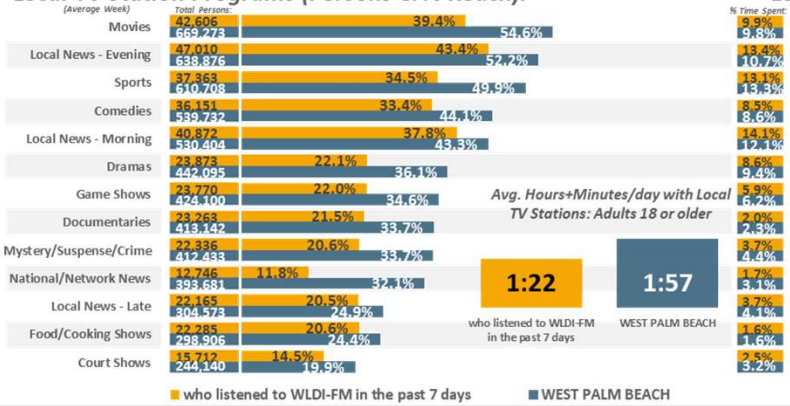
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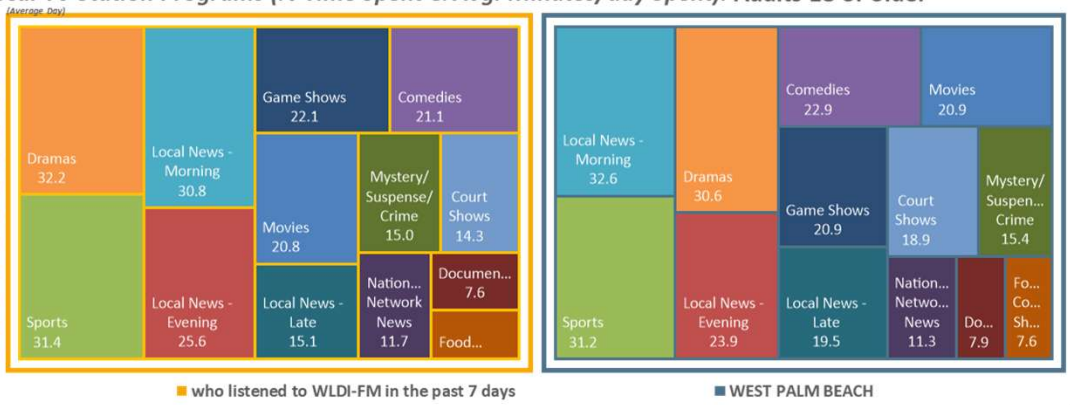
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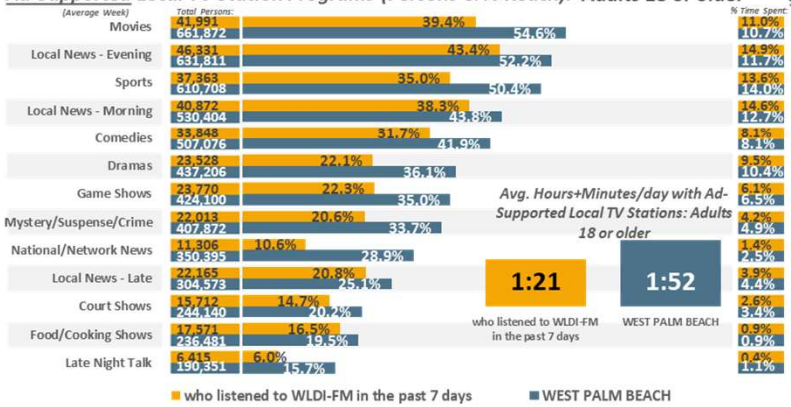
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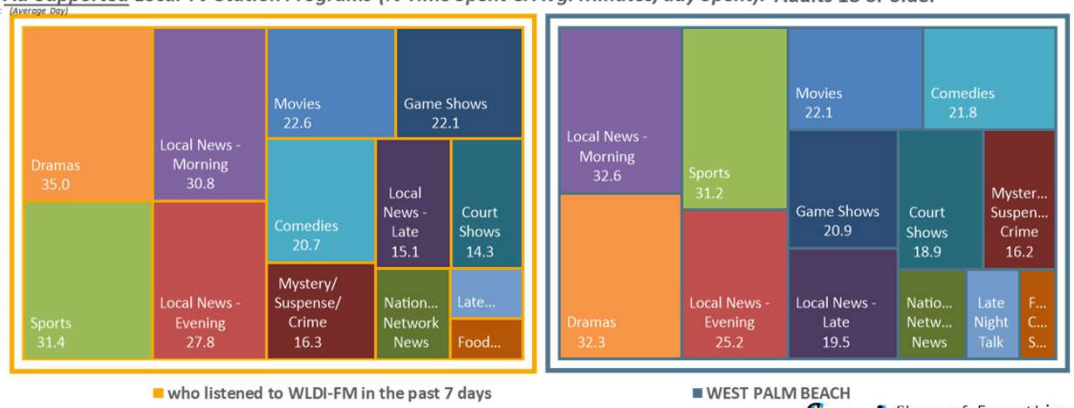
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 211

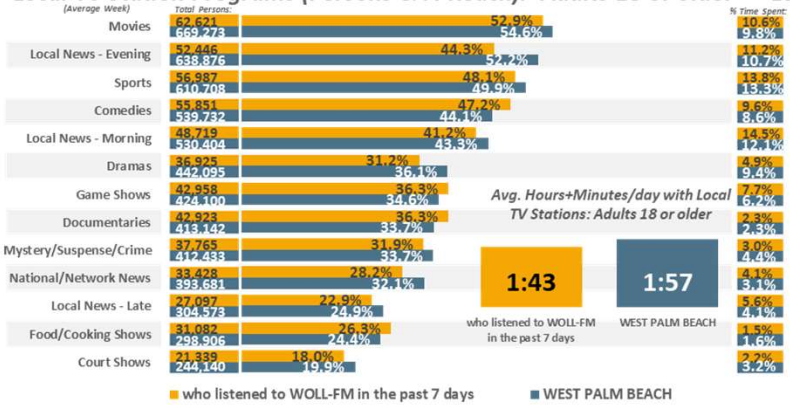
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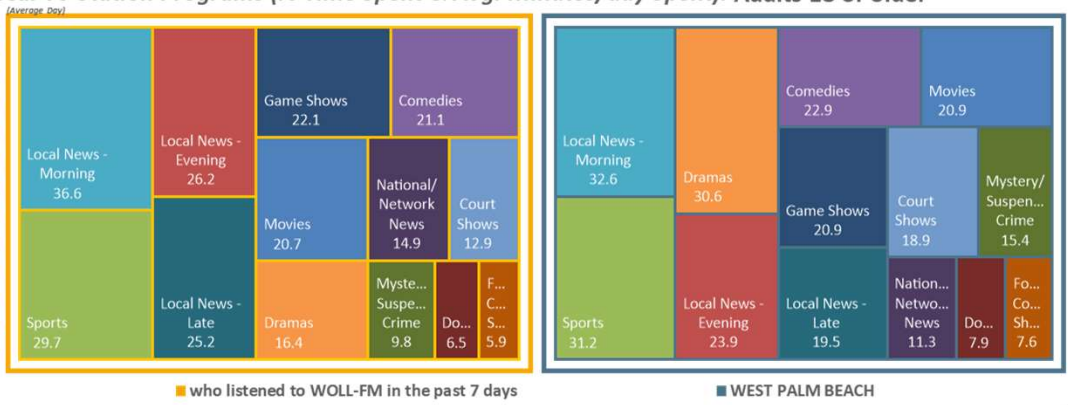
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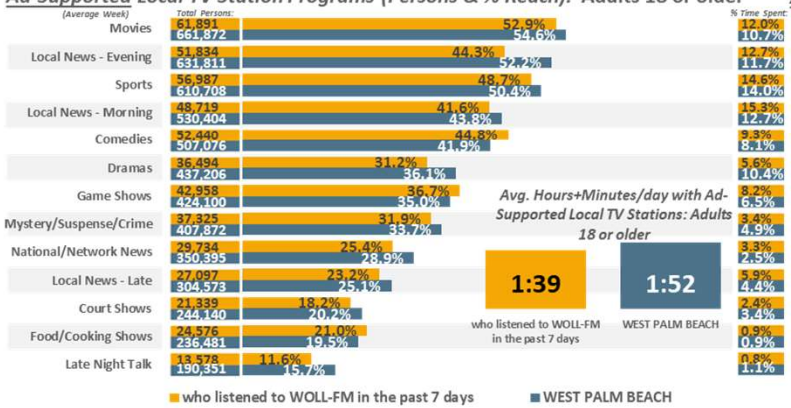
Local TV Station Programs (Persons & % Reach): Adults 18 or older



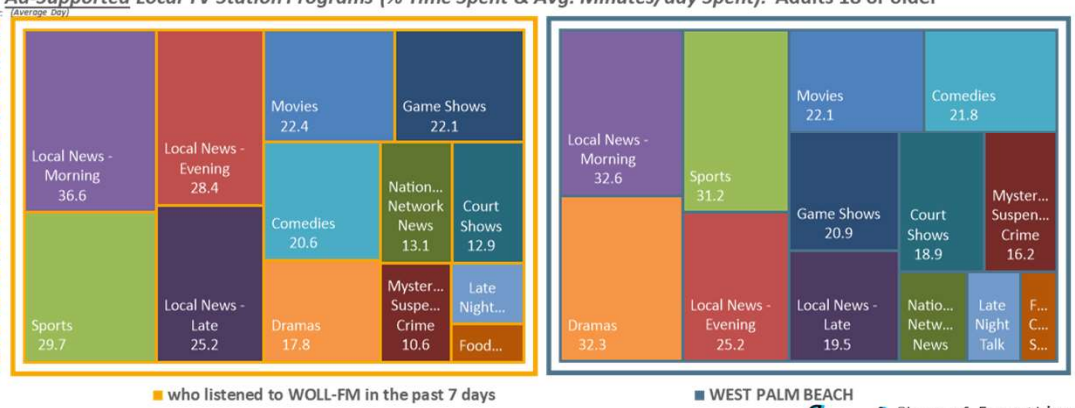
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 210

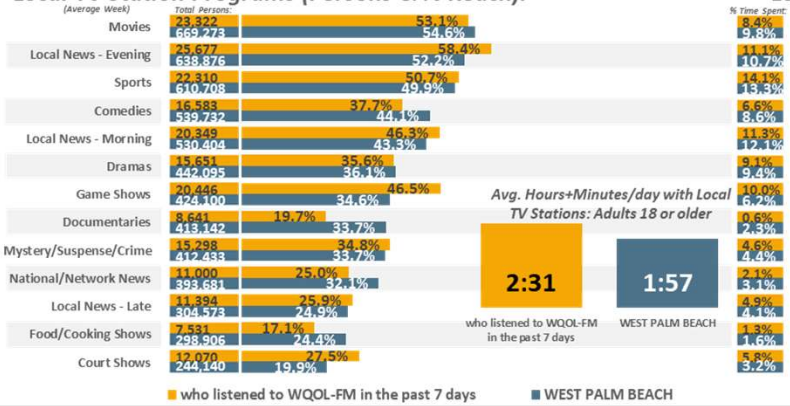
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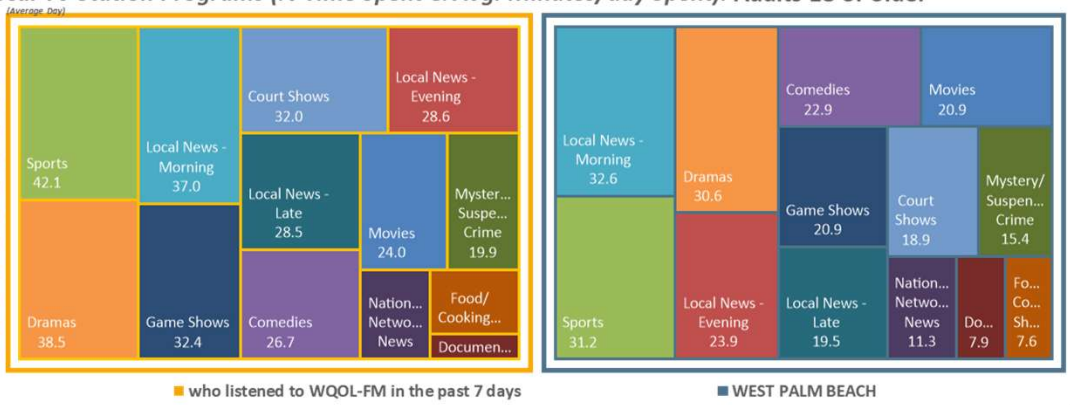
(Radio Stations: WOLL-FM)

43,310 or 67.% of Adults 18 or older who listened to WQOL-FM in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Sports, Game Shows, Local News - Morning, and Comedies.

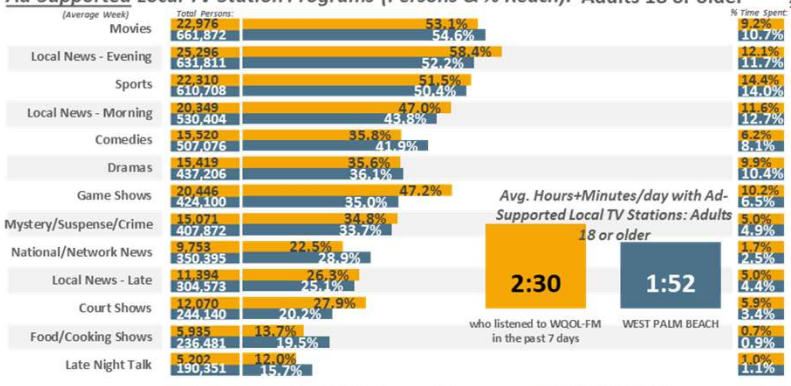
Local TV Station Programs (Persons & % Reach): Adults 18 or older



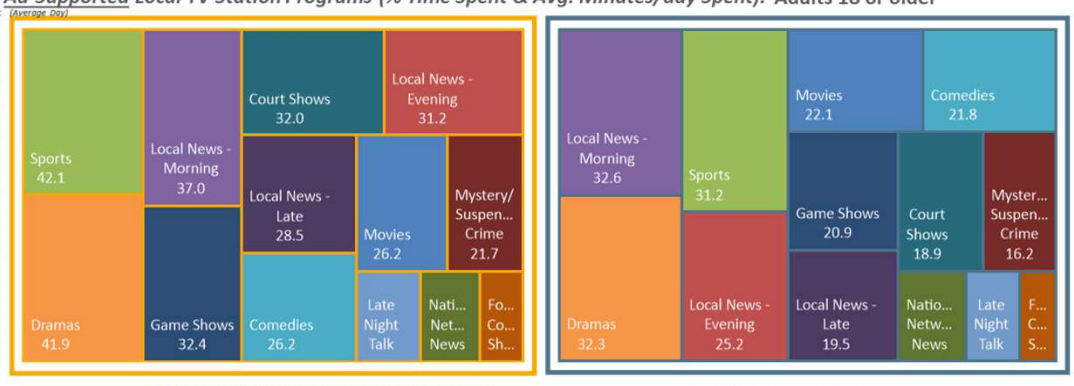
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

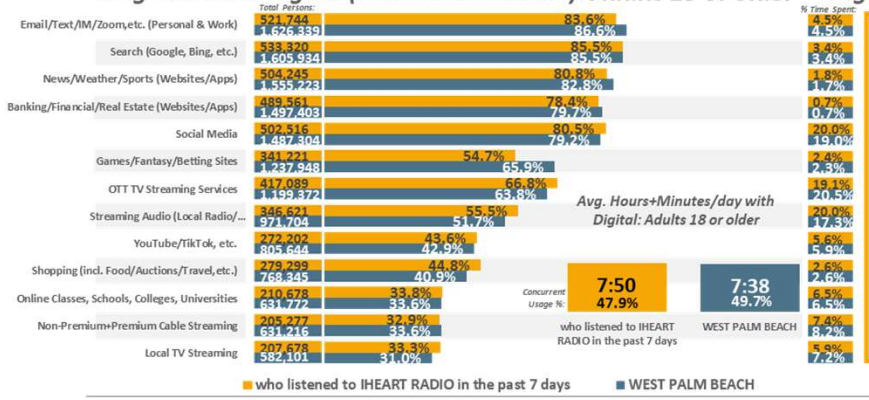
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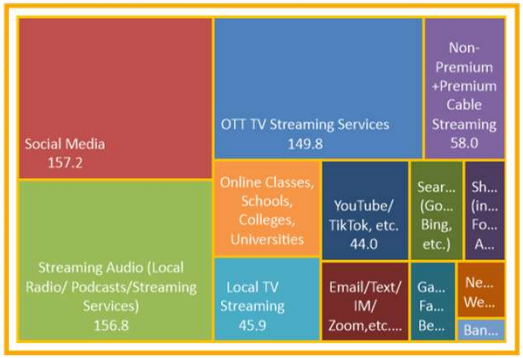
(Radio Stations: WQOL-FM)

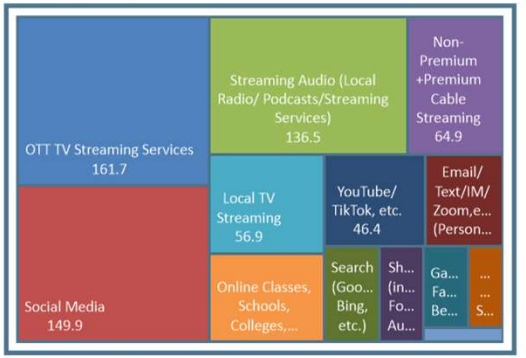
440,333 or 70.6% of Adults 18 or older who listened to IHEART RADIO in the past 7 days use Ad-Supported Social Media for an average of 137.8 minutes every day representing 23.% of all time spent daily with Ad-Supported Digital Media.

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



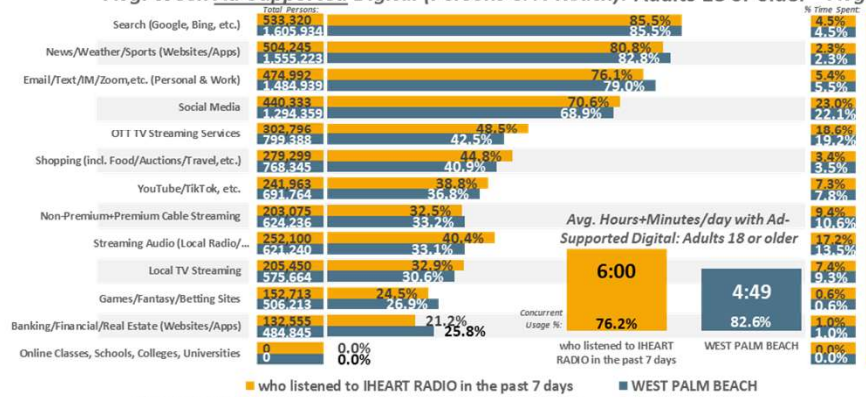
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



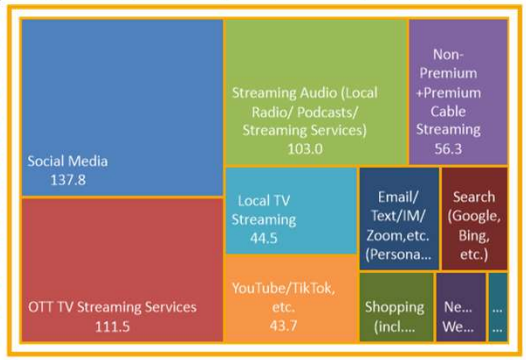


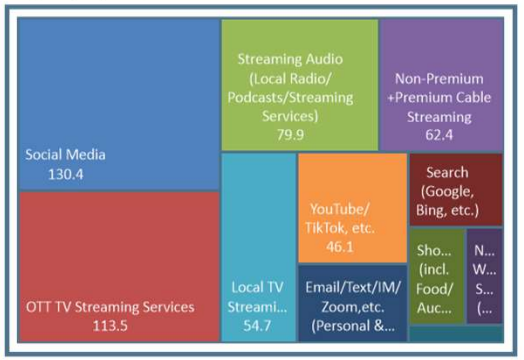
who listened to IHEART RADIO in the past 7 days ■ WEST PALM BEACH

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





who listened to IHEART RADIO in the past 7 days ■ WEST PALM BEACH

WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 872

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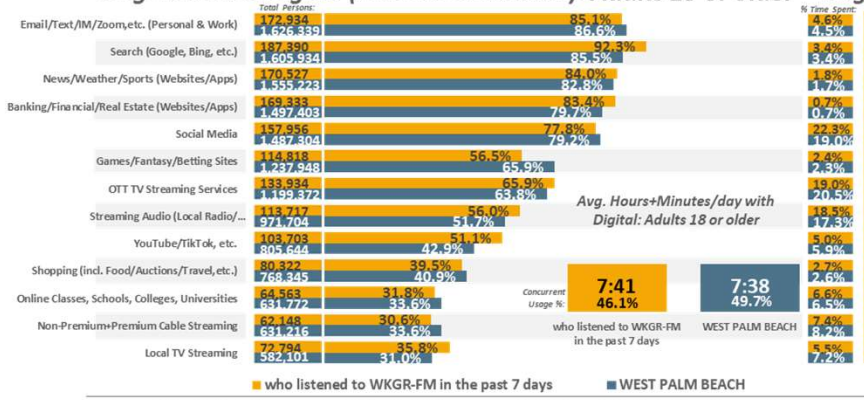
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR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

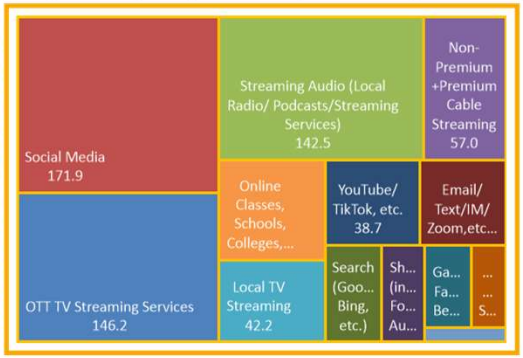
GATER 98.7fm

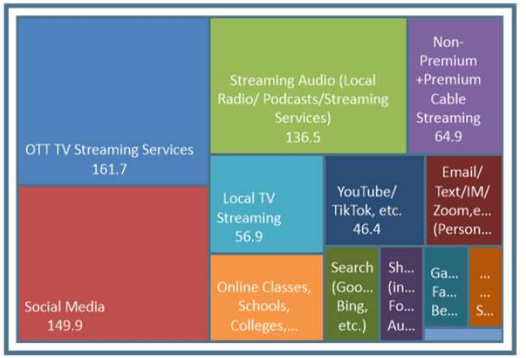
132,964 or 65.5% of Adults 18 or older who listened to WKGR-FM in the past 7 days use Ad-Supported Social Media for an average of 144.7 minutes every day representing 25.2% of all time spent daily with Ad-Supported Digital Media.

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

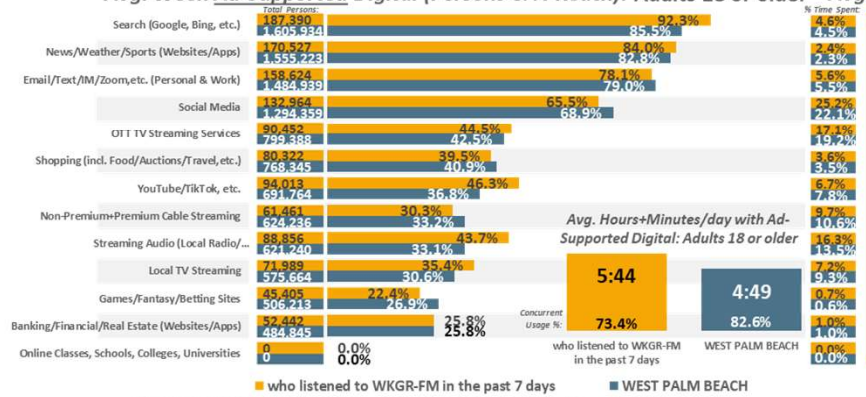


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

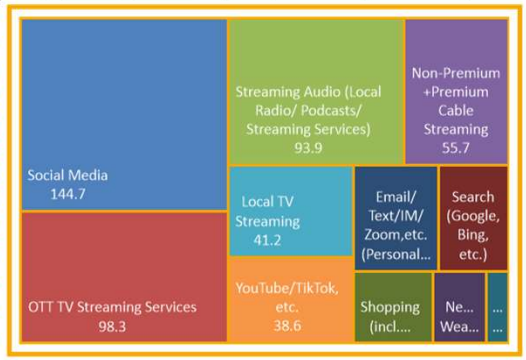


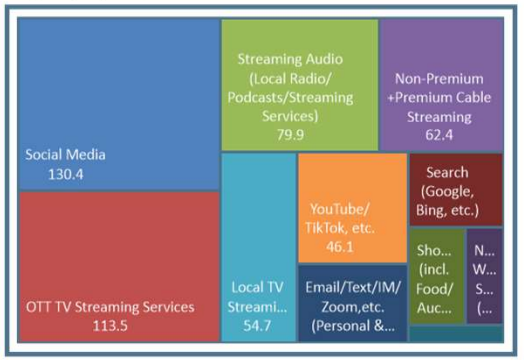


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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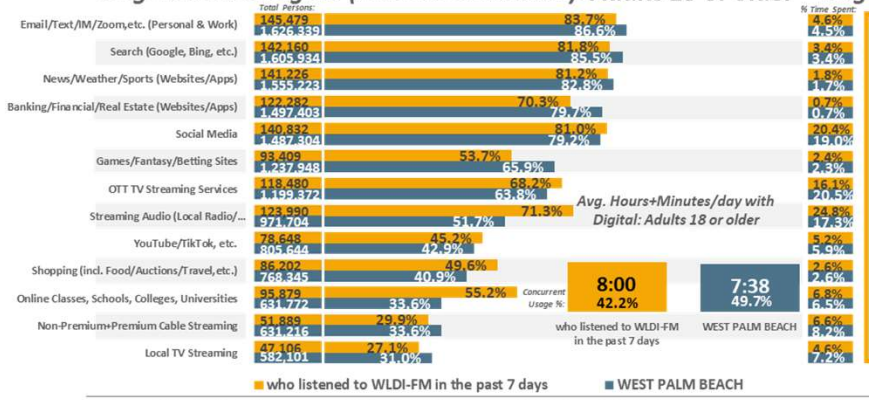
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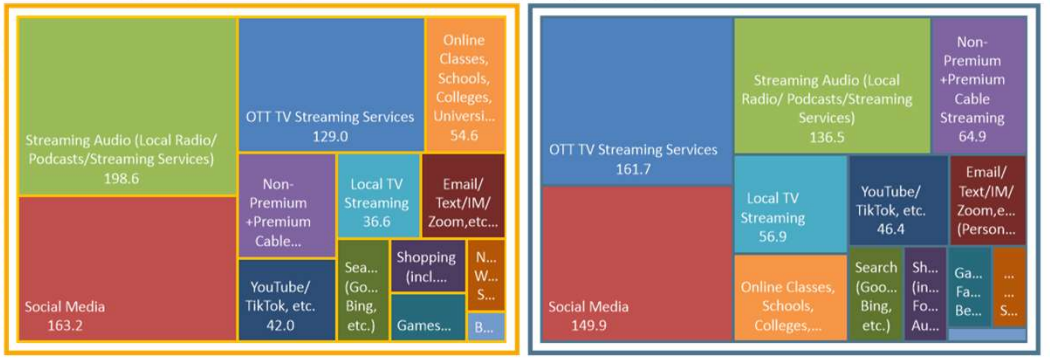
(Radio Stations: WKGR-FM)

122,733 or 70.6% of Adults 18 or older who listened to WLDI-FM in the past 7 days use Ad-Supported Social Media for an average of 142.2 minutes every day representing 23.4% of all time spent daily with Ad-Supported Digital Media.

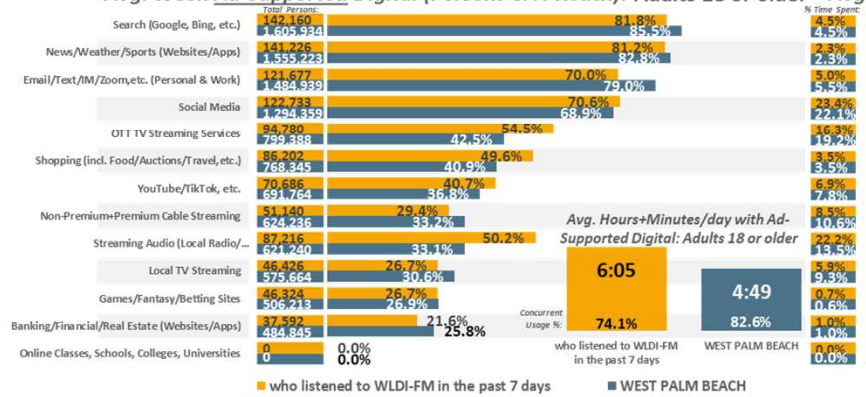
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



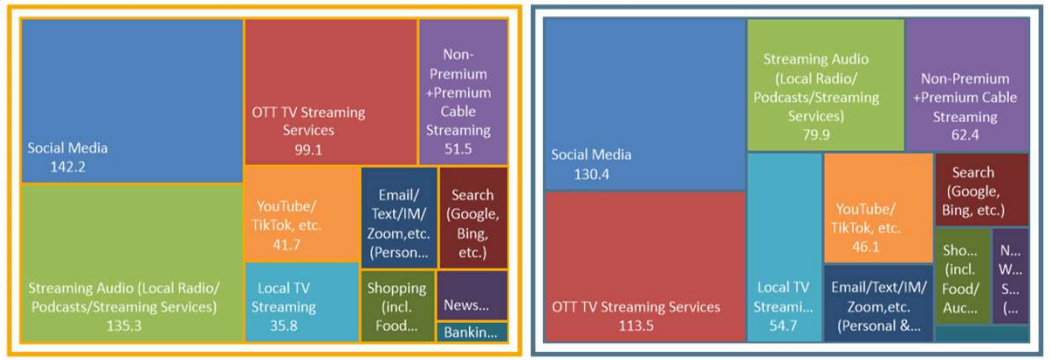
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 211

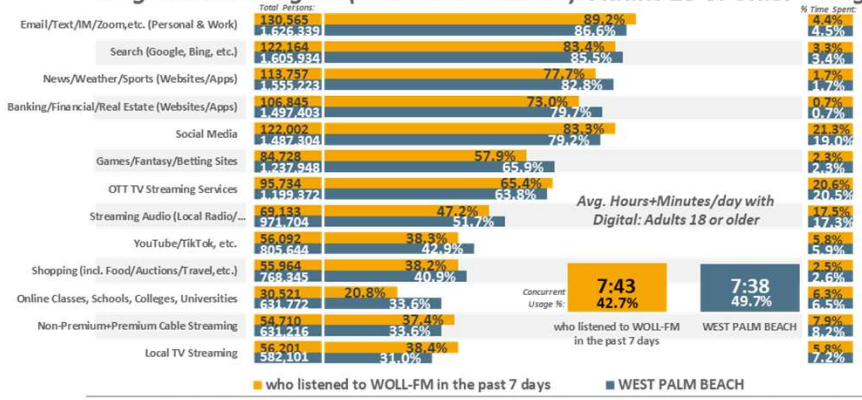
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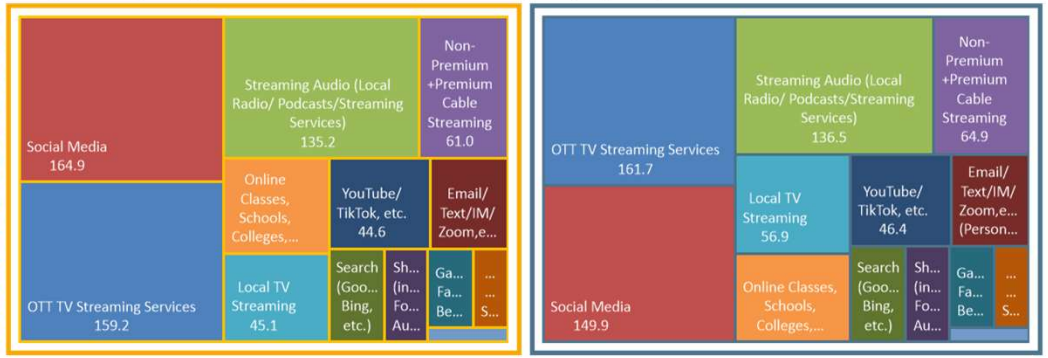
(Radio Stations: WLDI-FM)

112,985 or 77.2% of Adults 18 or older who listened to WOLL-FM in the past 7 days use Ad-Supported Social Media for an average of 152.7 minutes every day representing 25.4% of all time spent daily with Ad-Supported Digital Media.

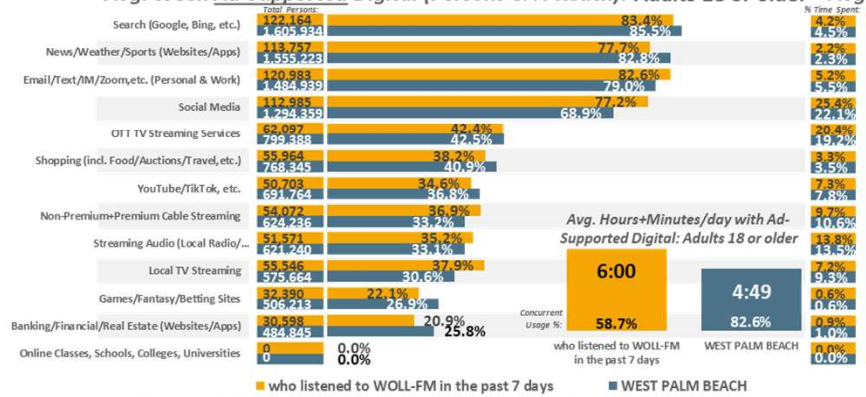
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



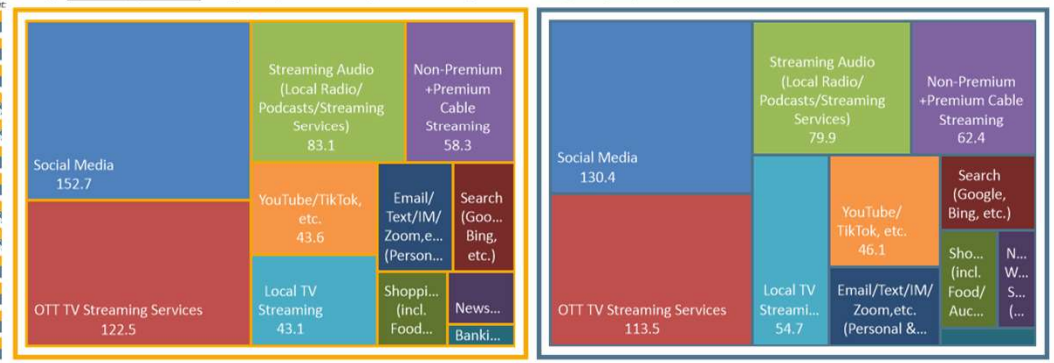
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 210

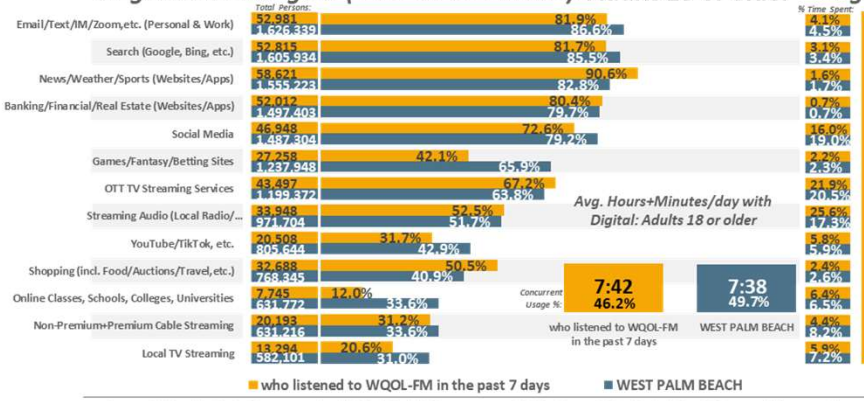
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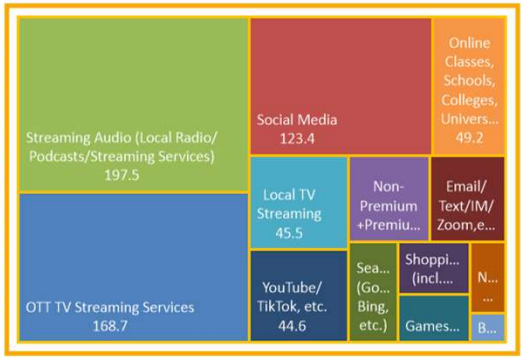
(Radio Stations: WOLL-FM)

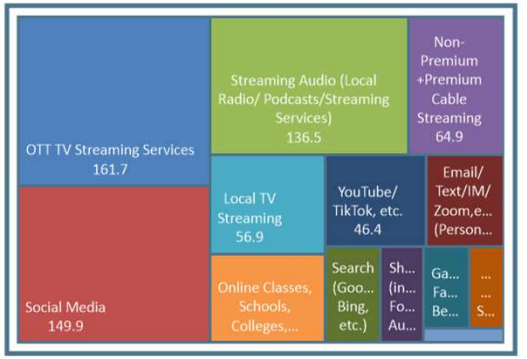
43,769 or 67.7% of Adults 18 or older who listened to WQOL-FM in the past 7 days use Ad-Supported Social Media for an average of 115. minutes every day representing 19.9% of all time spent daily with Ad-Supported Digital Media.

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

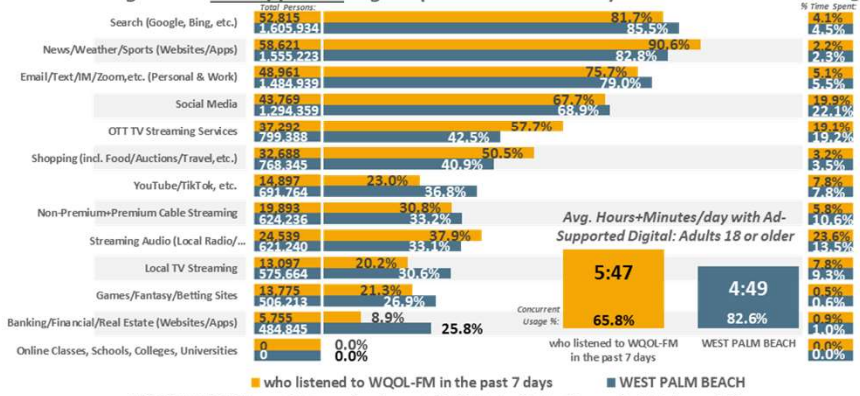


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

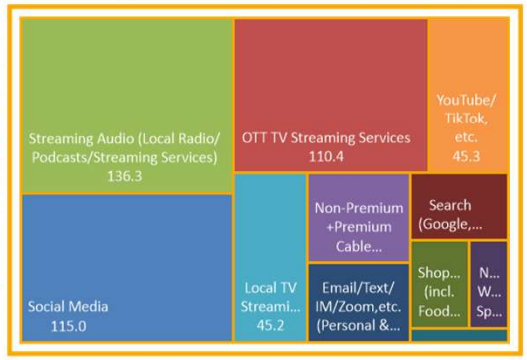


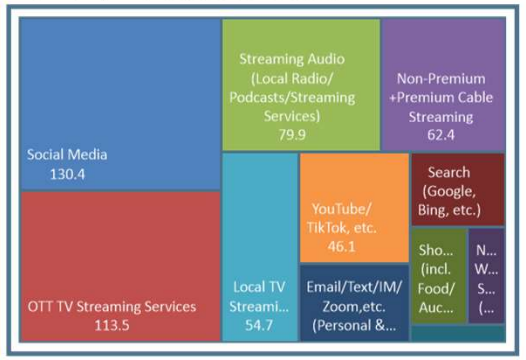


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

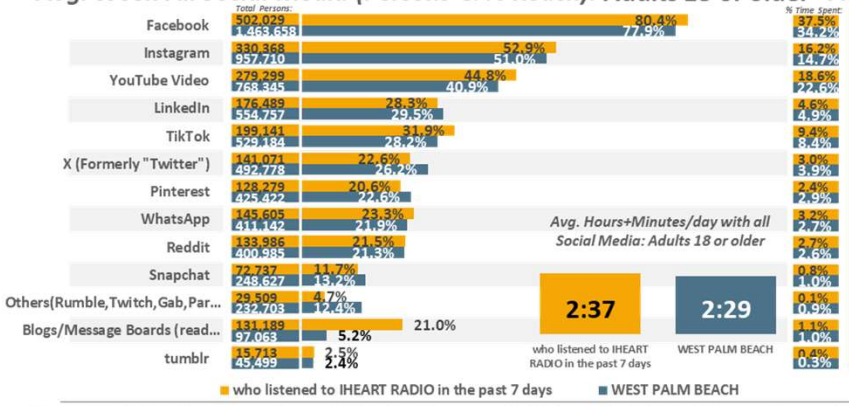
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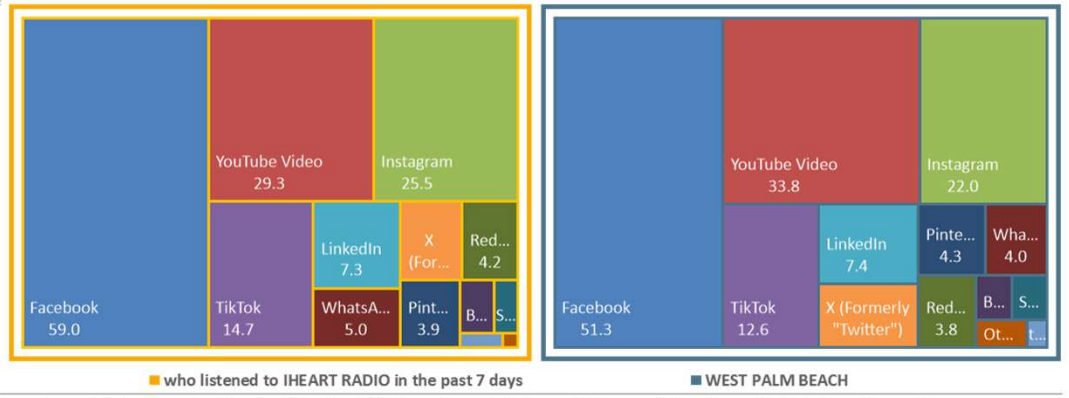
(Radio Stations: WQOL-FM)

440,333 or 70.6% of Adults 18 or older who listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 47.2 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

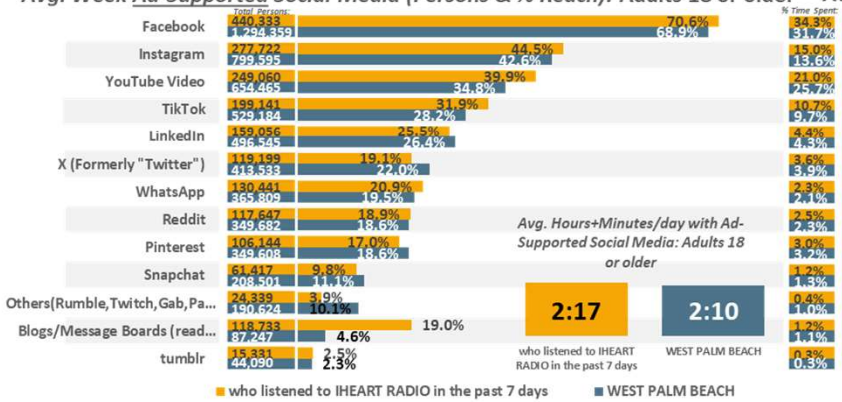
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



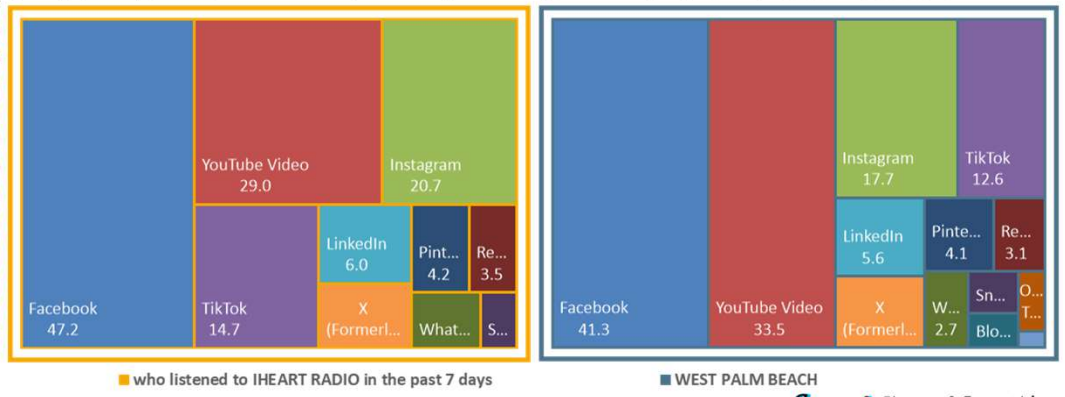
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 872

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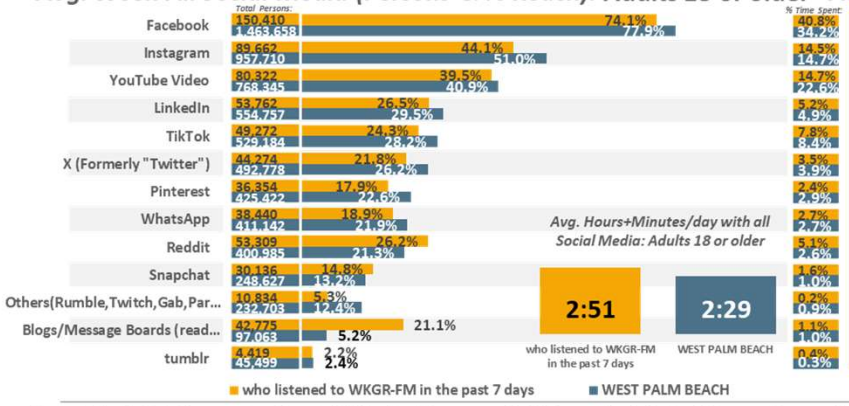
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR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

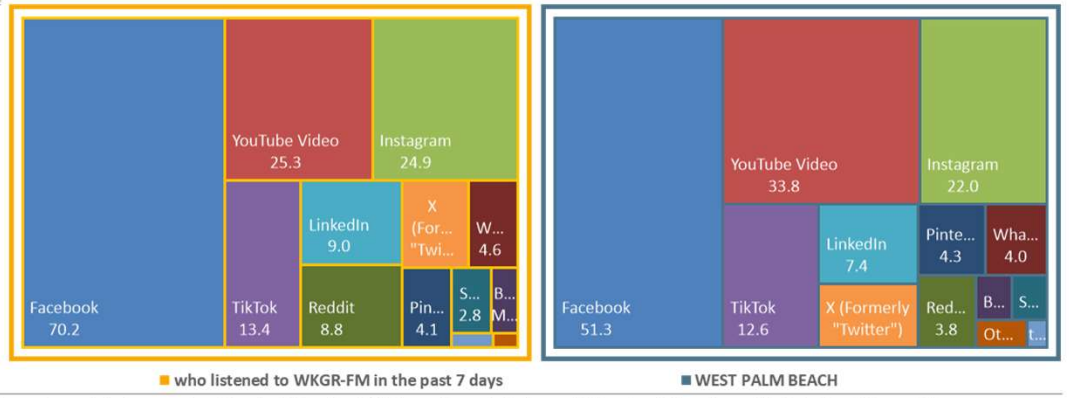
GATER 98.7fm

132,964 or 65.5% of Adults 18 or older who listened to WKGR-FM in the past 7 days use Ad-Supported Facebook for an average of 54.9 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.

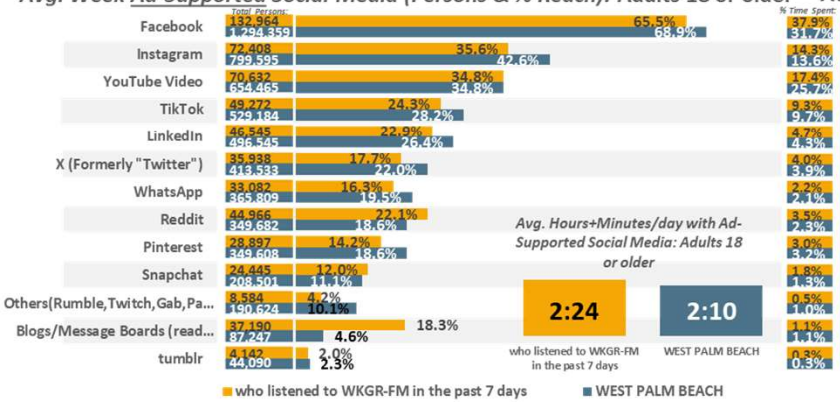
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



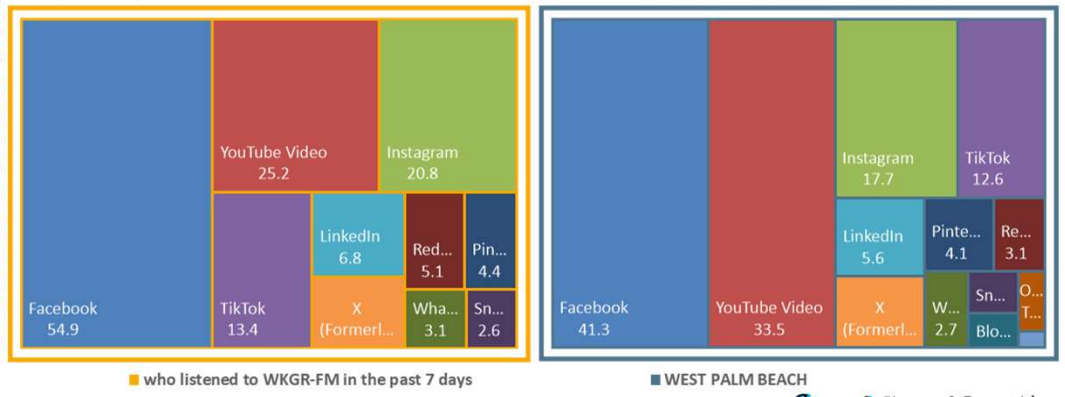
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 290

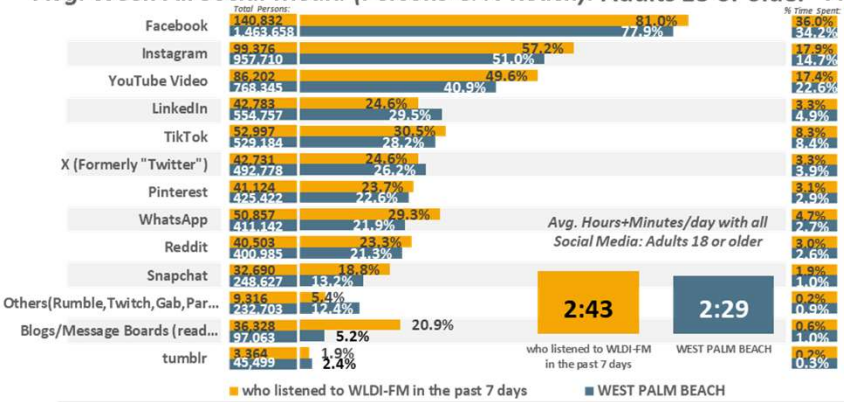
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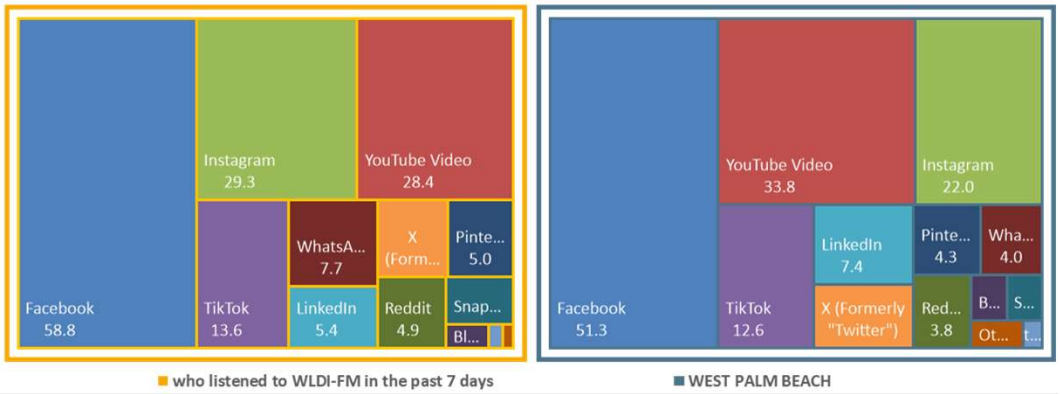
(Radio Stations: WKGR-FM)

122,733 or 70.6% of Adults 18 or older who listened to WLDI-FM in the past 7 days use Ad-Supported Facebook for an average of 48.9 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

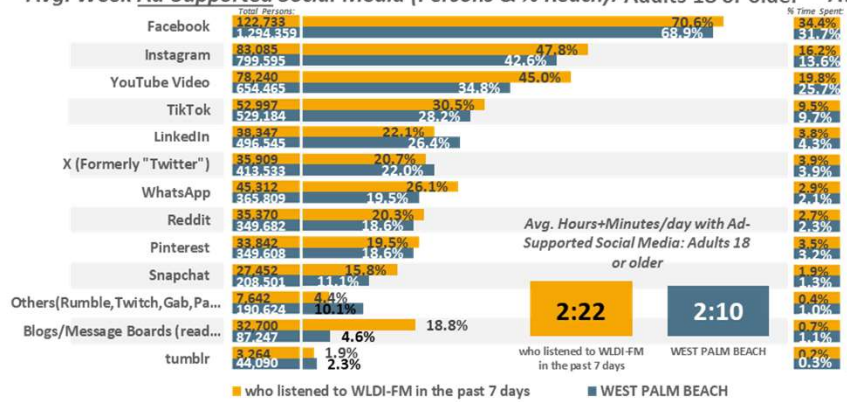
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



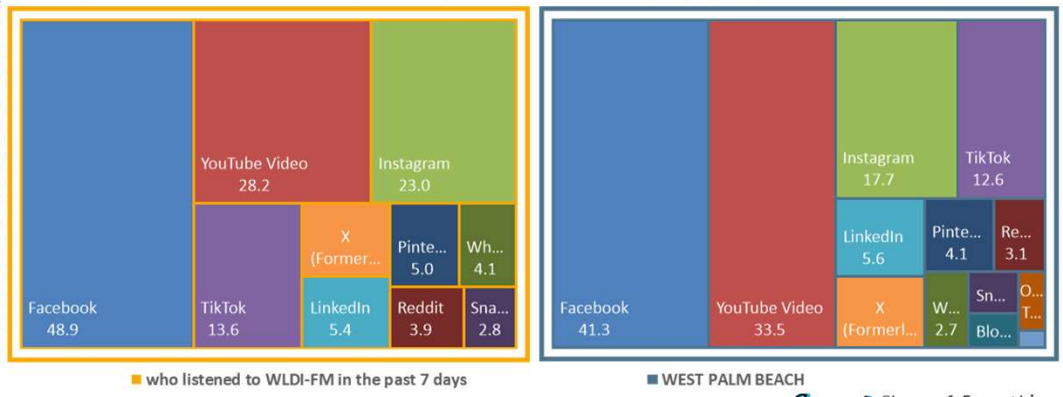
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 211

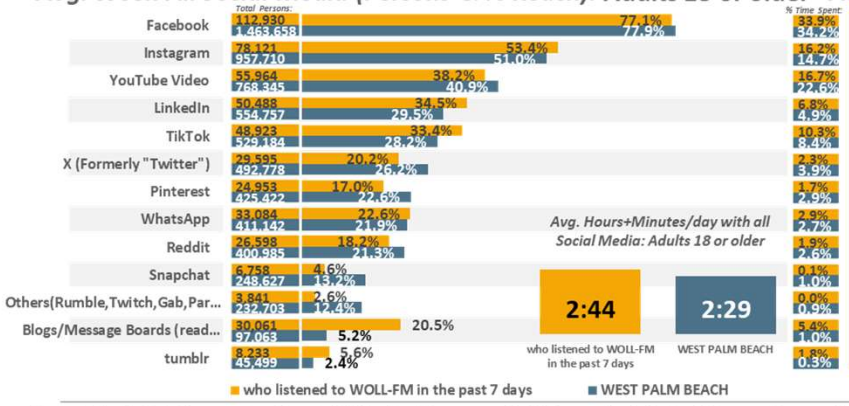
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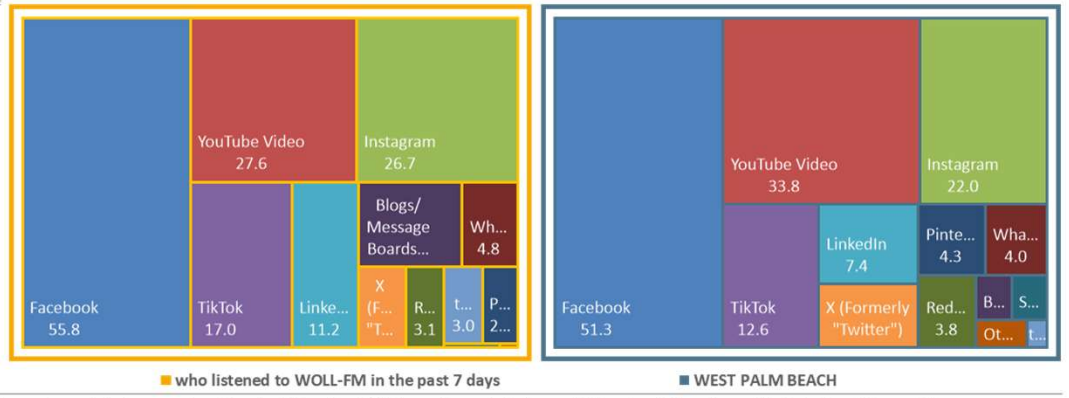
(Radio Stations: WLDI-FM)

112,930 or 77.1% of Adults 18 or older who listened to WOLL-FM in the past 7 days use Ad-Supported Facebook for an average of 52.7 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

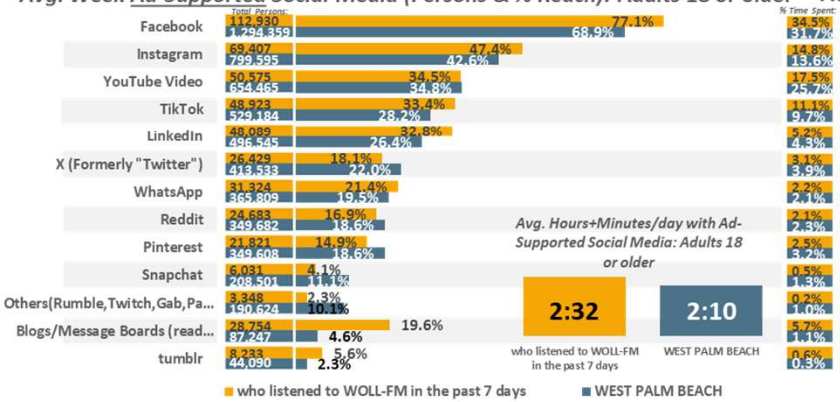
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



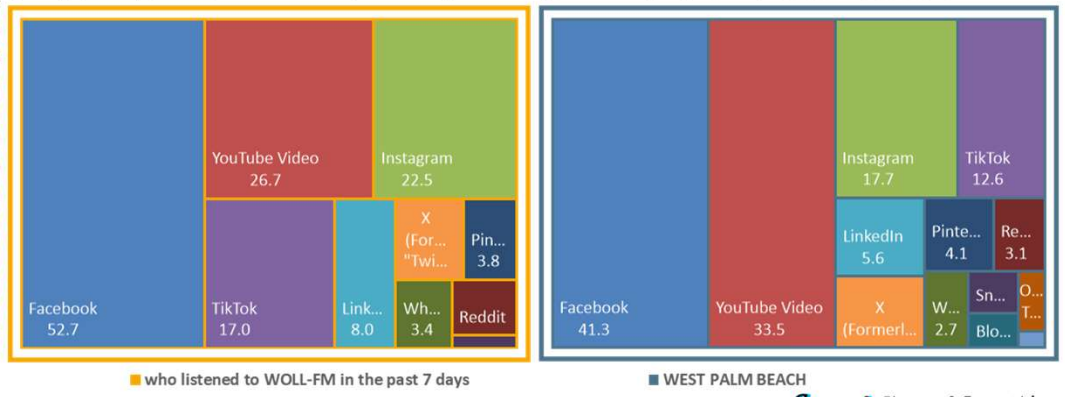
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 210

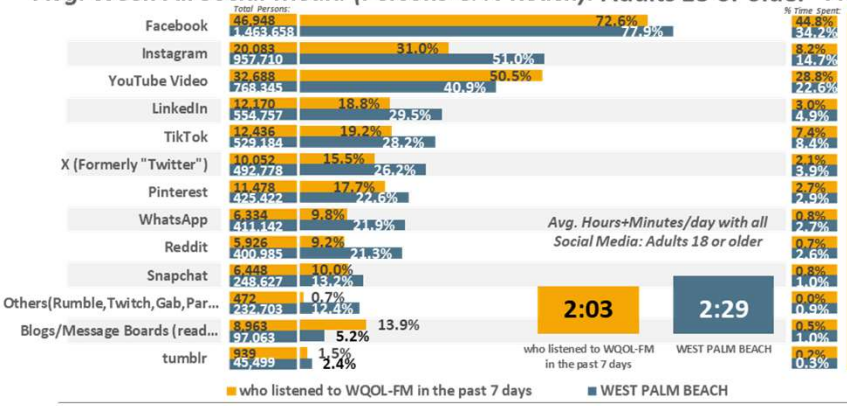
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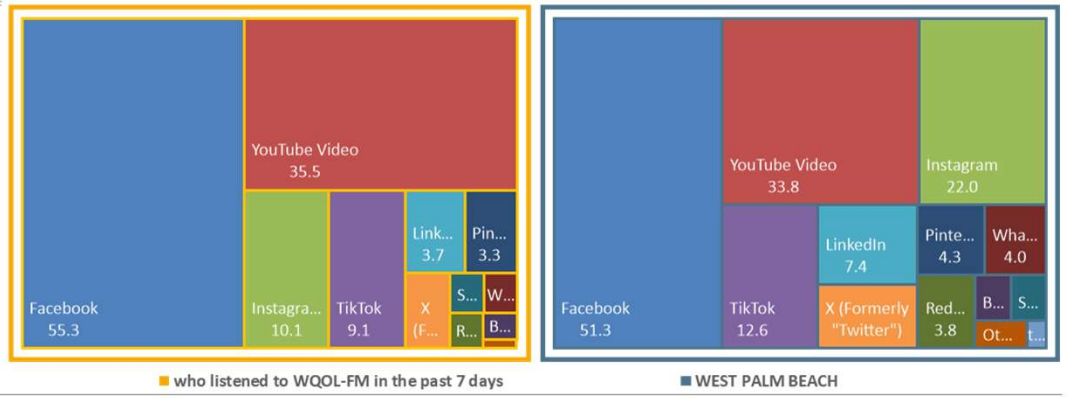
(Radio Stations: WOLL-FM)

43,769 or 67.7% of Adults 18 or older who listened to WQOL-FM in the past 7 days use Ad-Supported Facebook for an average of 41.8 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

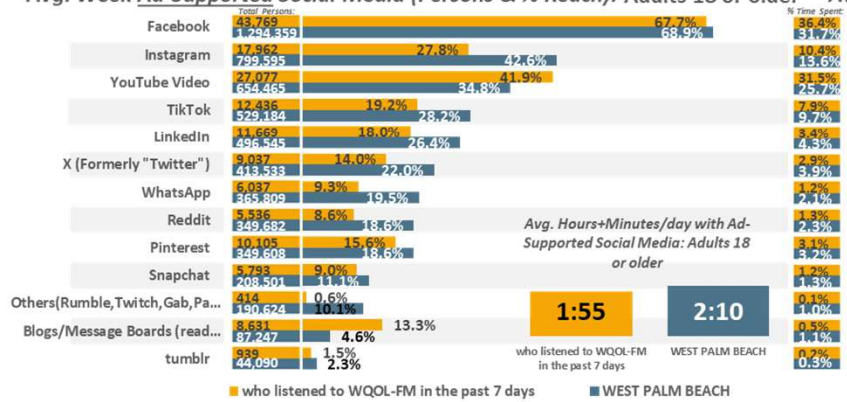
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



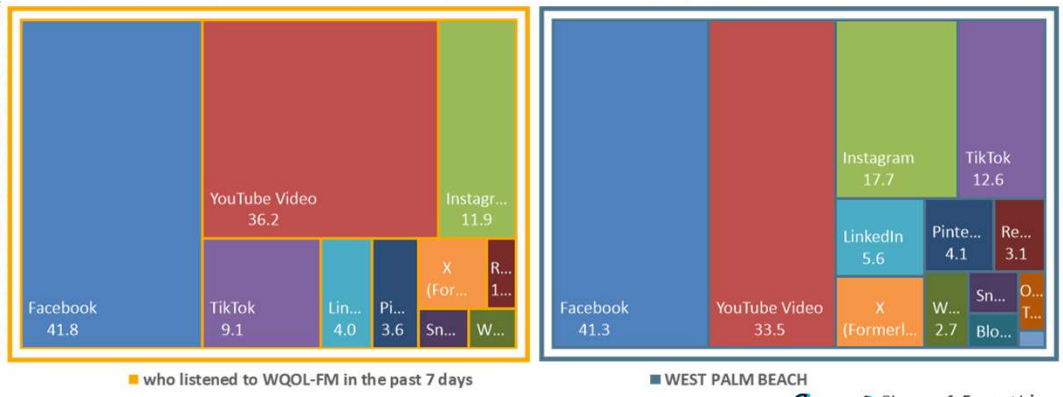
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



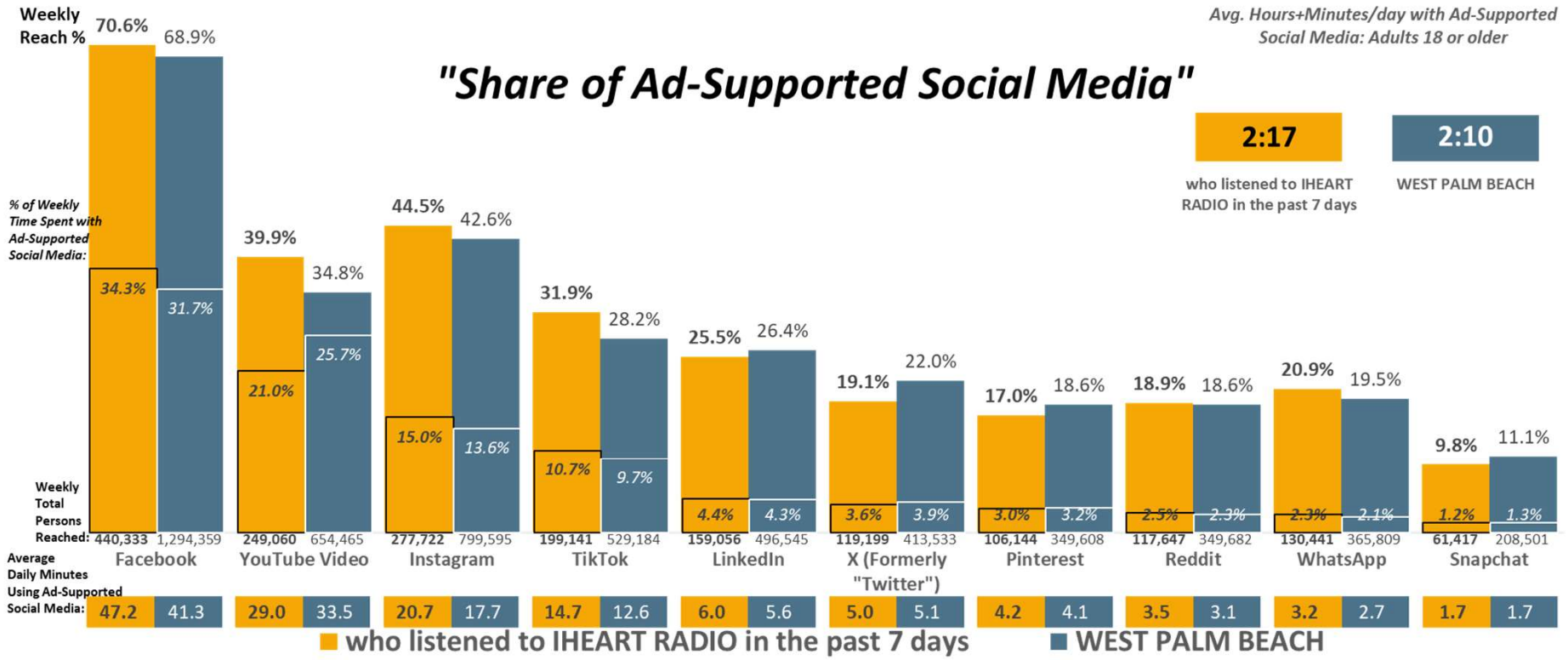
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

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(Radio Stations: WQOL-FM)

440,333 or 70.6% of Adults 18 or older who listened to IHEART RADIO in the past 7 days use Ad-Supported Facebook for an average of 47.2 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 872 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

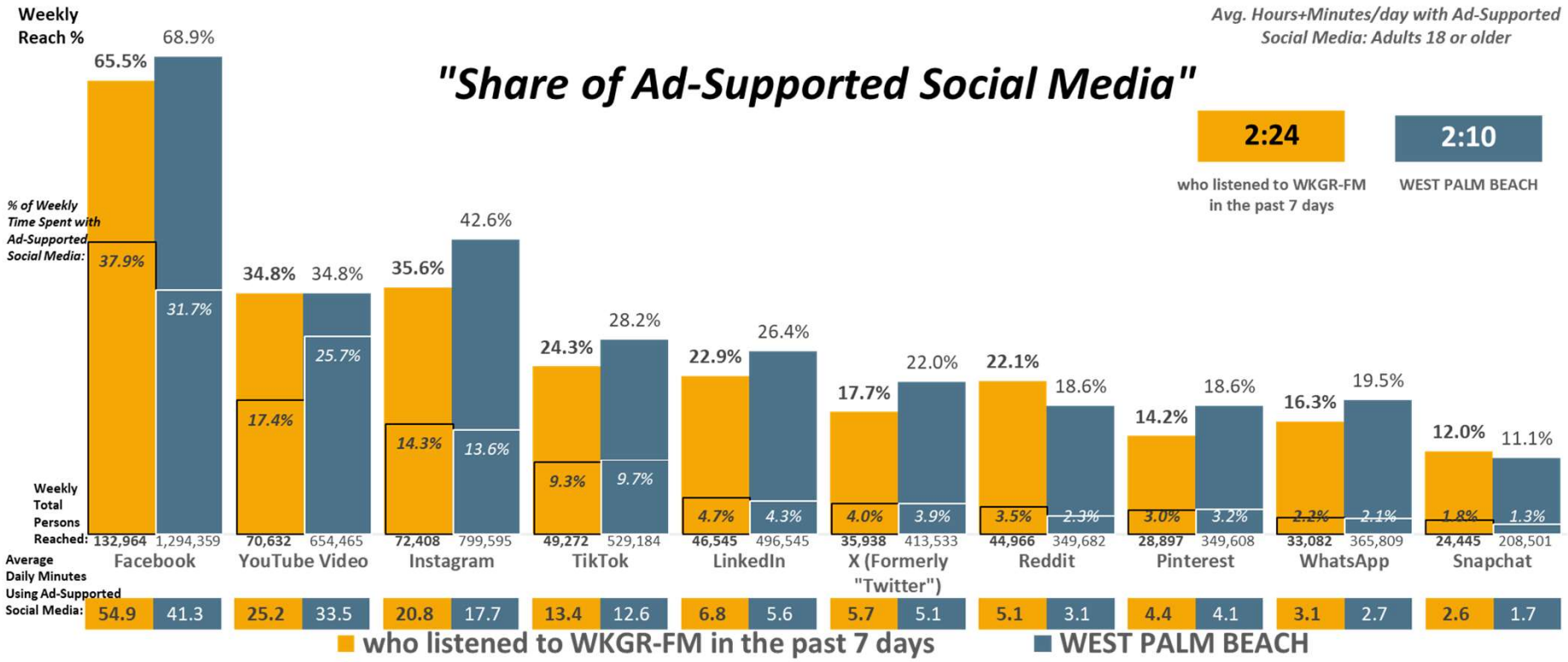
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR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

GATER 98.7fm

132,964 or 65.5% of Adults 18 or older who listened to WKGR-FM in the past 7 days use Ad-Supported Facebook for an average of 54.9 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.



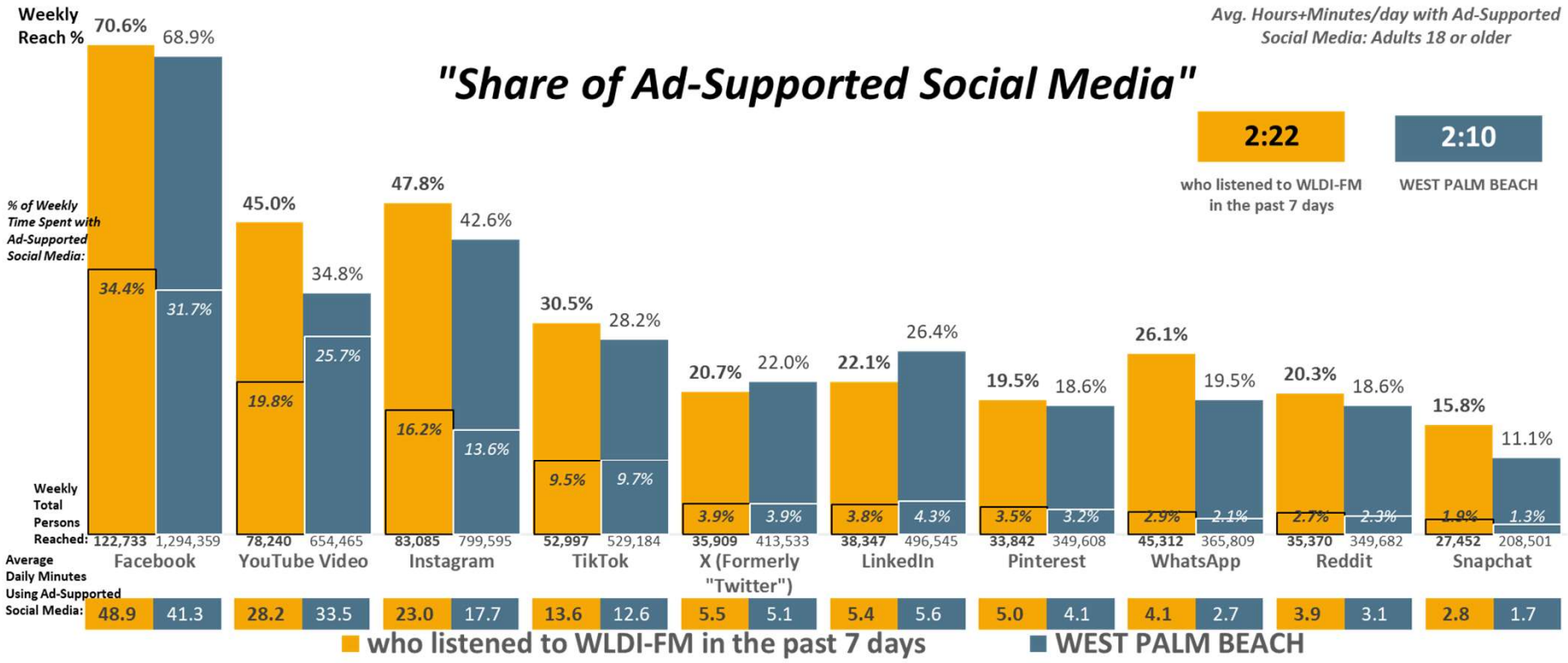
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 290 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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(Radio Stations: WKGR-FM)

122,733 or 70.6% of Adults 18 or older who listened to WLDI-FM in the past 7 days use Ad-Supported Facebook for an average of 48.9 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.



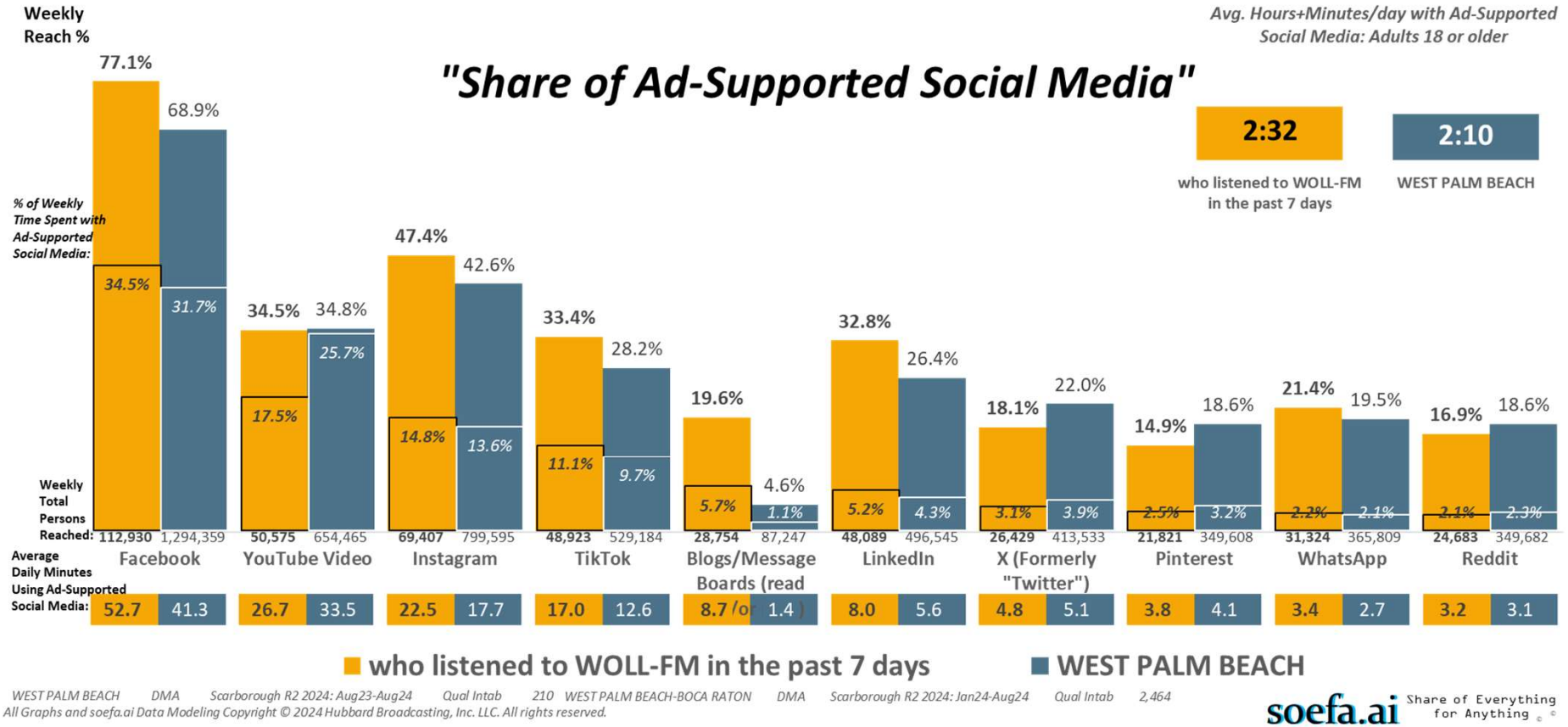
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 211 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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(Radio Stations: WLDI-FM)

112,930 or 77.1% of Adults 18 or older who listened to WOLL-FM in the past 7 days use Ad-Supported Facebook for an average of 52.7 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.



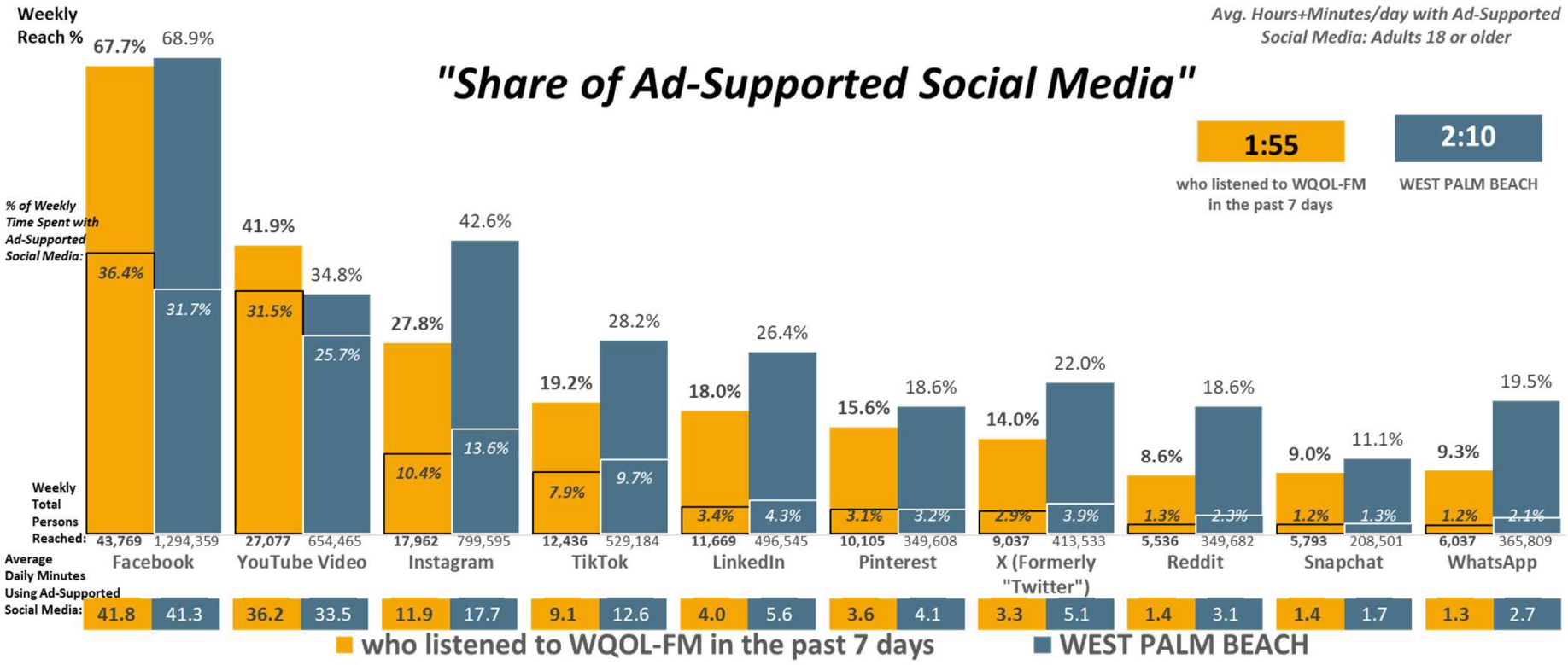
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(Radio Stations: WOLL-FM)

43,769 or 67.7% of Adults 18 or older who listened to WQOL-FM in the past 7 days use Ad-Supported Facebook for an average of 41.8 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.



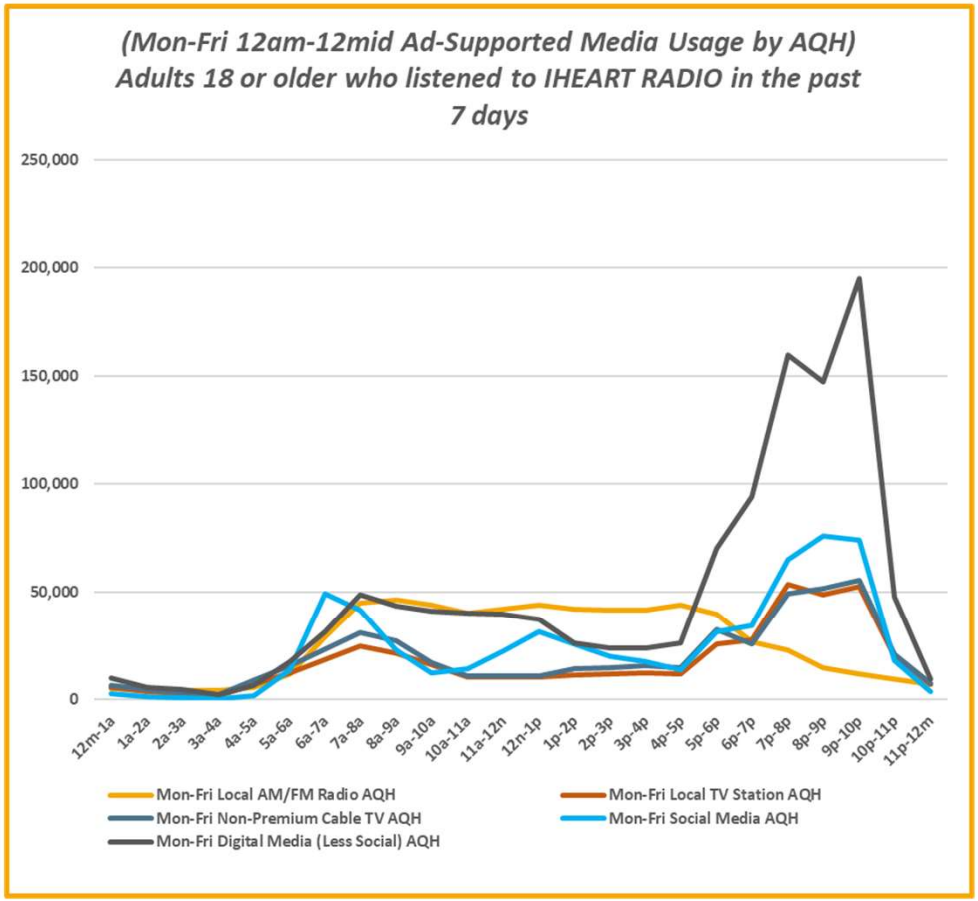
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 123 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

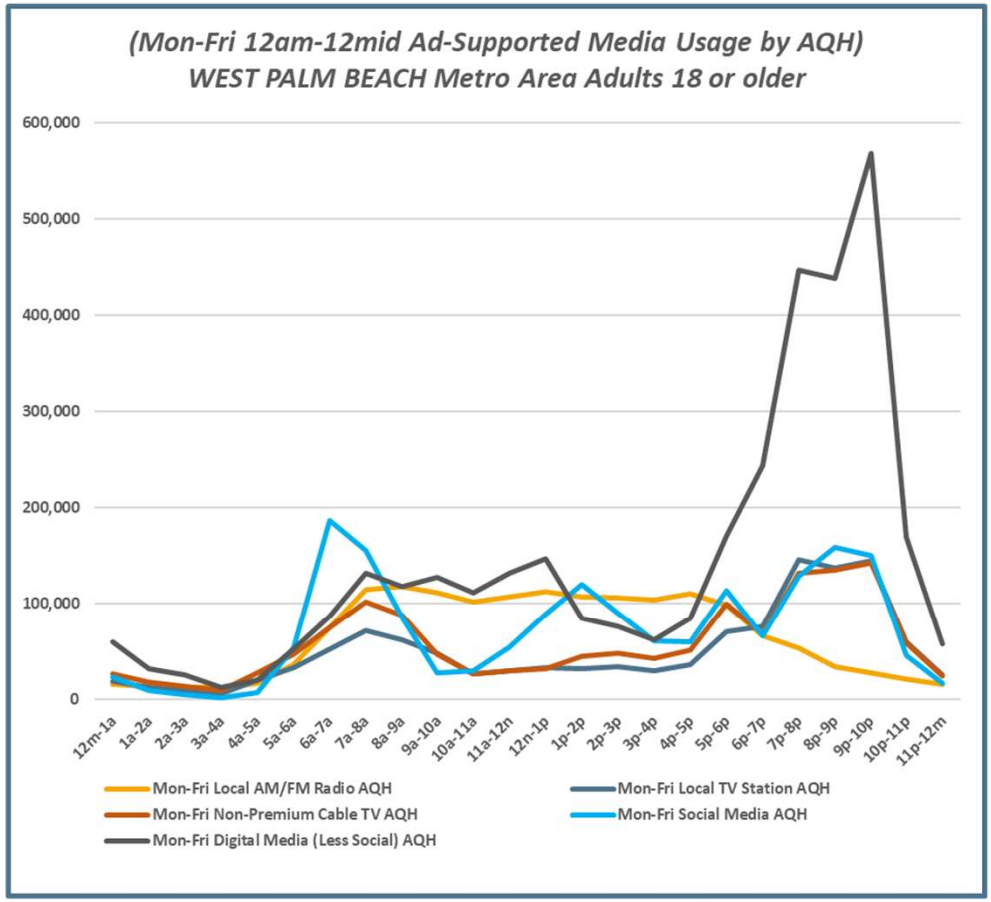
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(Radio Stations: WQOL-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 41,836; Local Radio: 40,351; Social Media: 25,661; Non-Prem. Cable: 19,006; Local TV: 16,273 reaching Adults 18 or older who listened to IHEART RADIO in the past 7 days.





WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 872

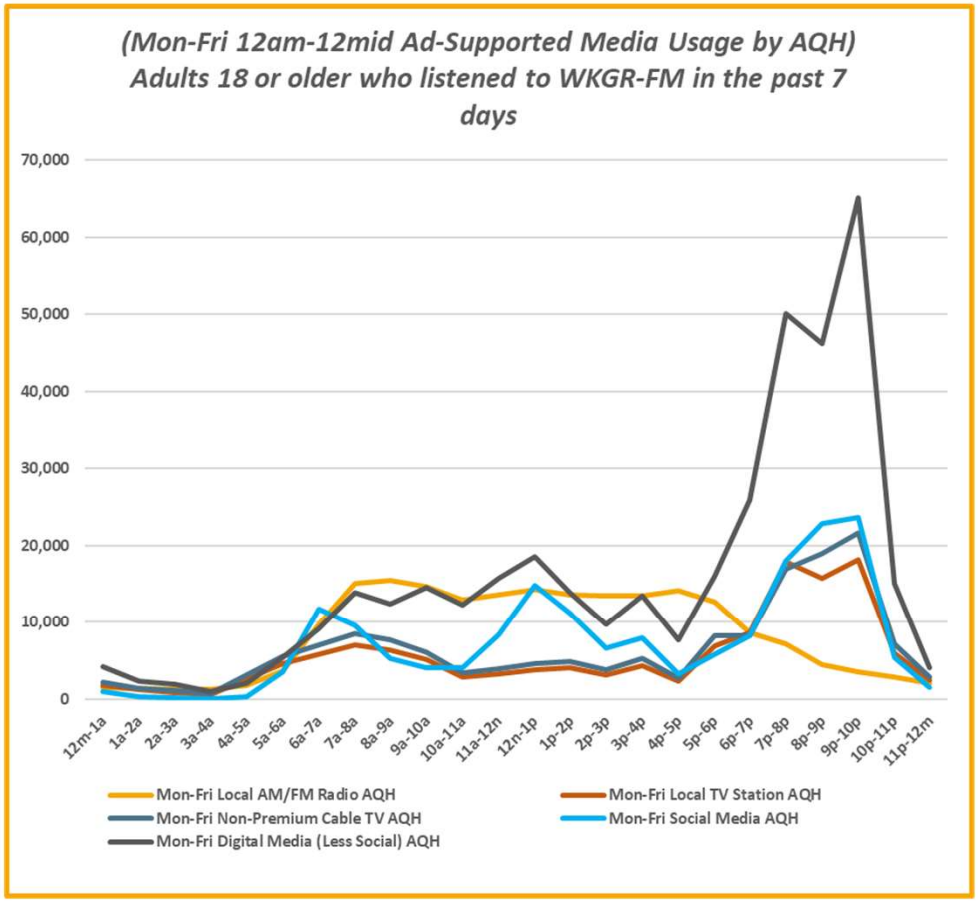
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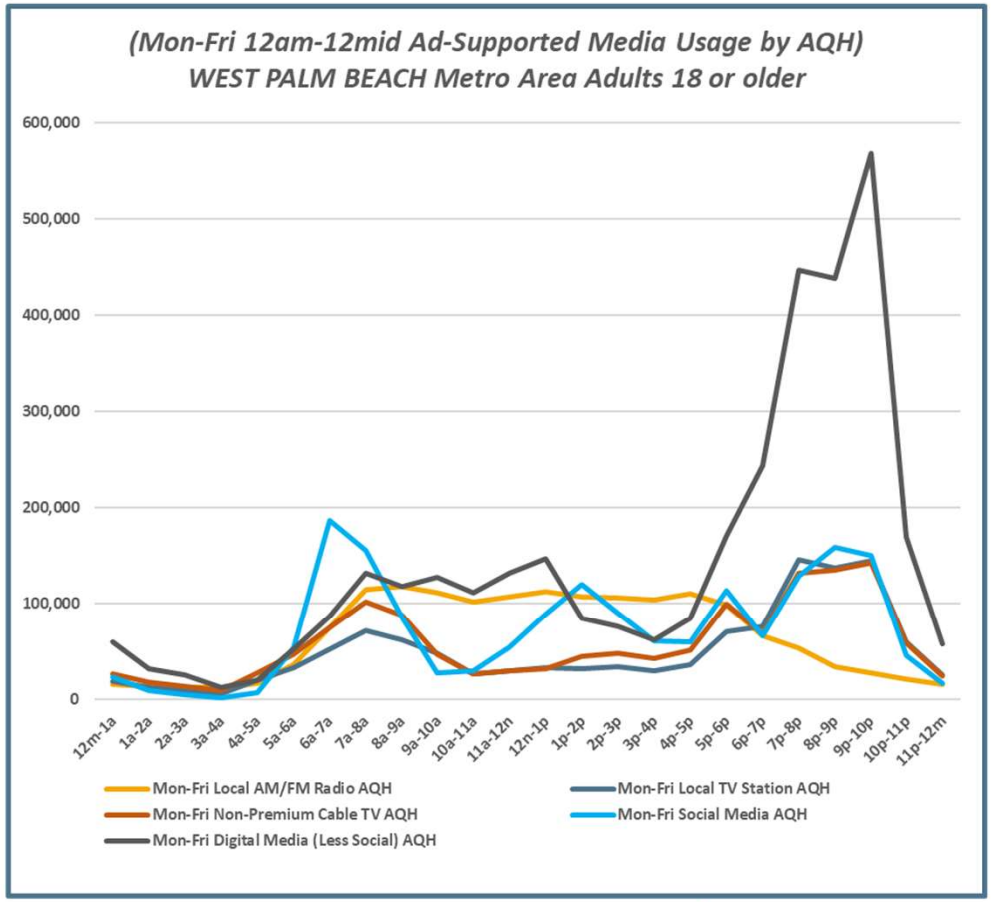
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR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

GATER 98.7fm

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 14,095; Local Radio: 13,228; Social Media: 7,786; Non-Prem. Cable: 5,747; Local TV: 4,910 reaching Adults 18 or older who listened to WKGR-FM in the past 7 days.





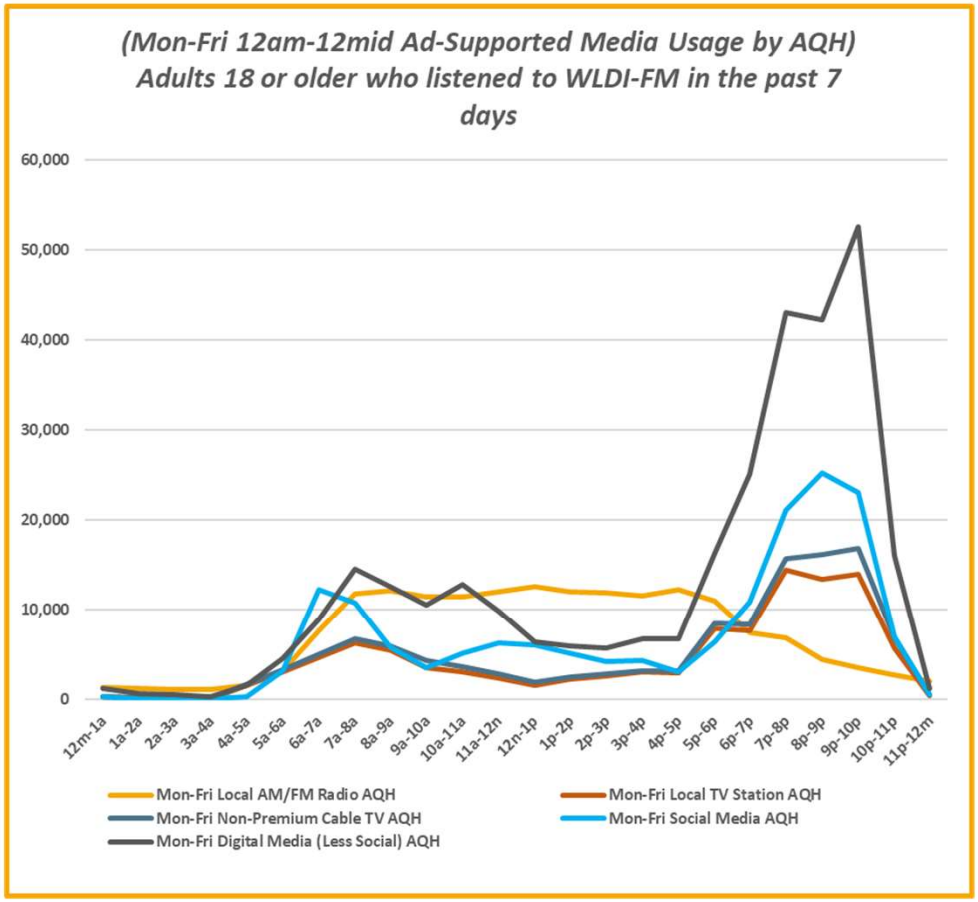
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 290

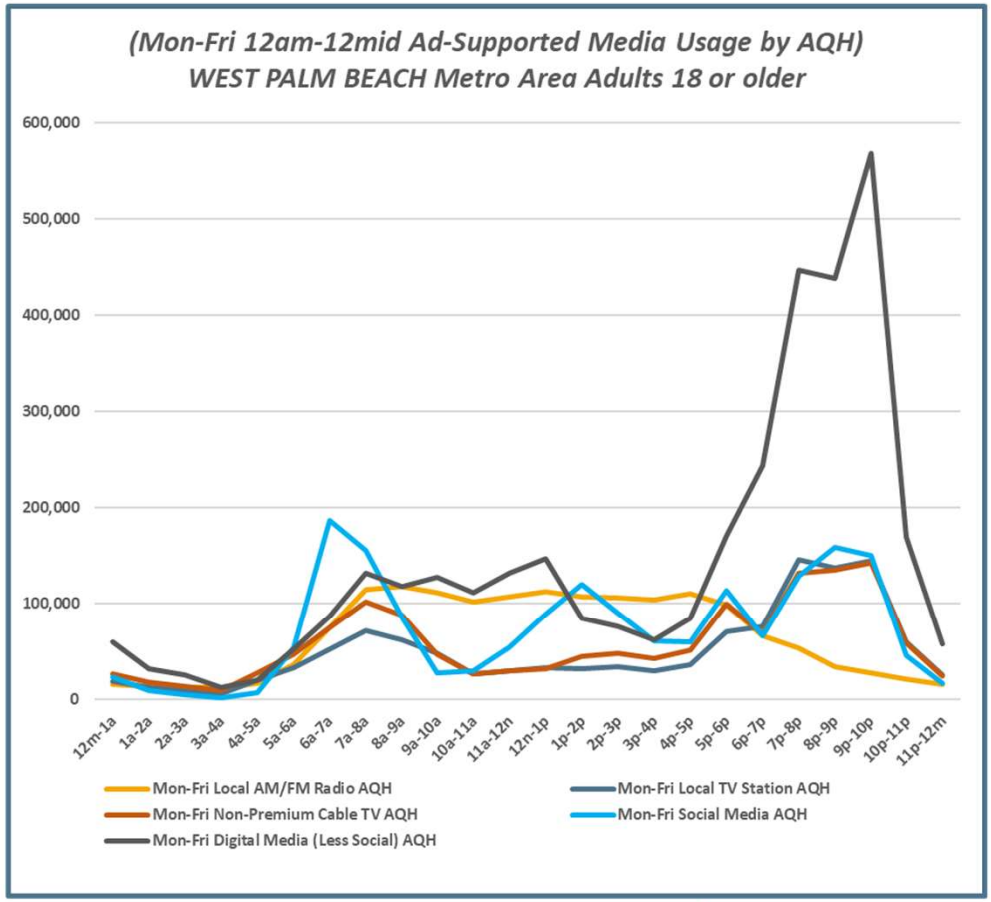
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(Radio Stations: WKGR-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 11,148; All Other Digital Media: 10,933; Social Media: 6,439; Non-Prem. Cable: 4,526; Local TV: 4,108 reaching Adults 18 or older who listened to WLDI-FM in the past 7 days.





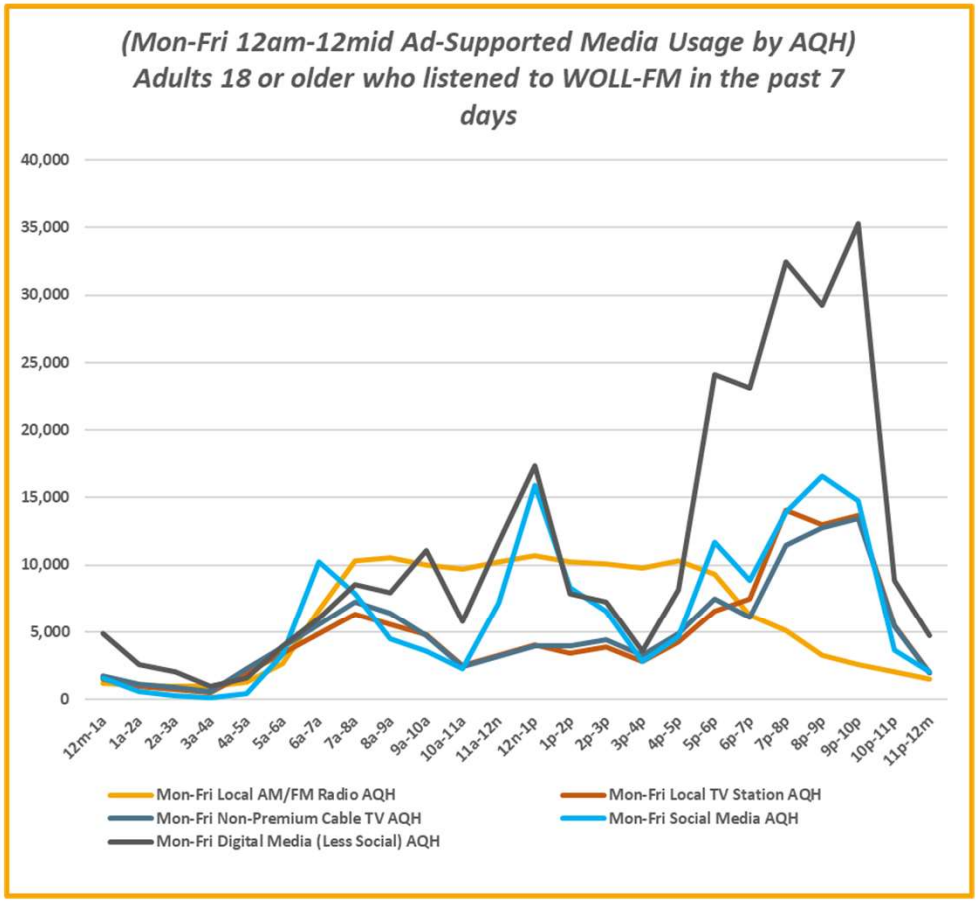
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 211

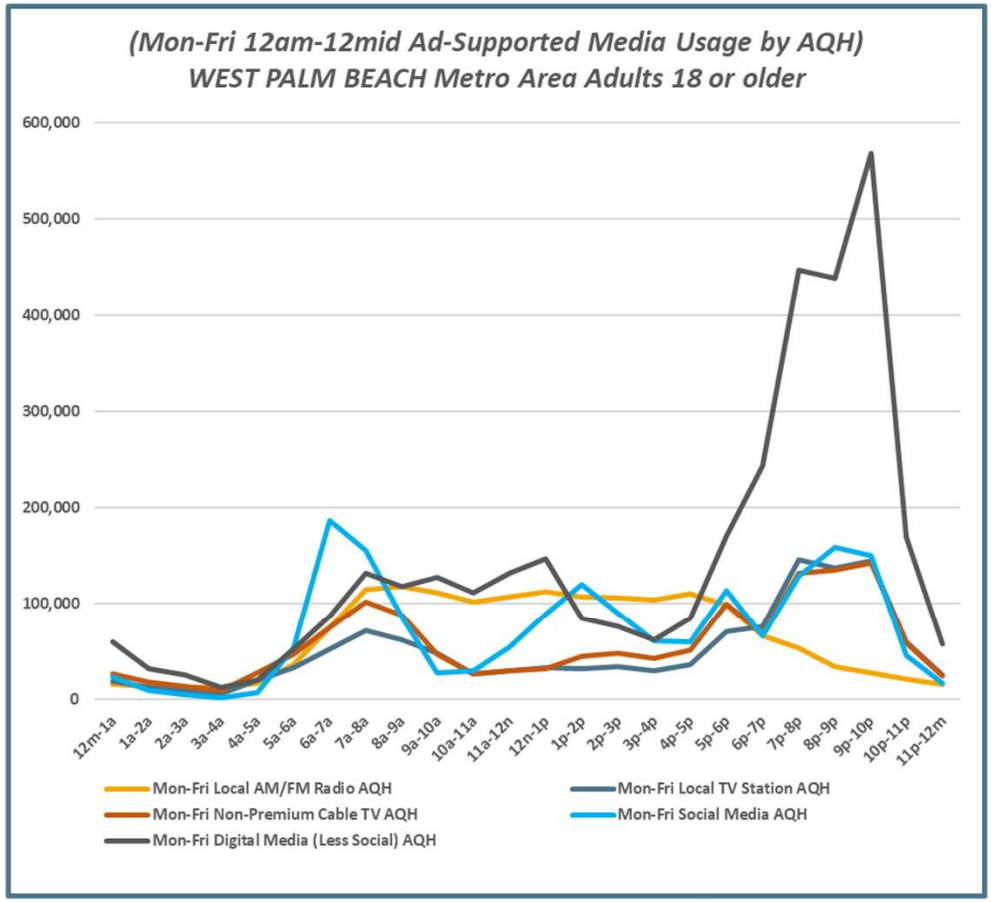
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(Radio Stations: WLDI-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,964; Local Radio: 9,543; Social Media: 7,250; Non-Prem. Cable: 4,888; Local TV: 4,594 reaching Adults 18 or older who listened to WOLL-FM in the past 7 days.





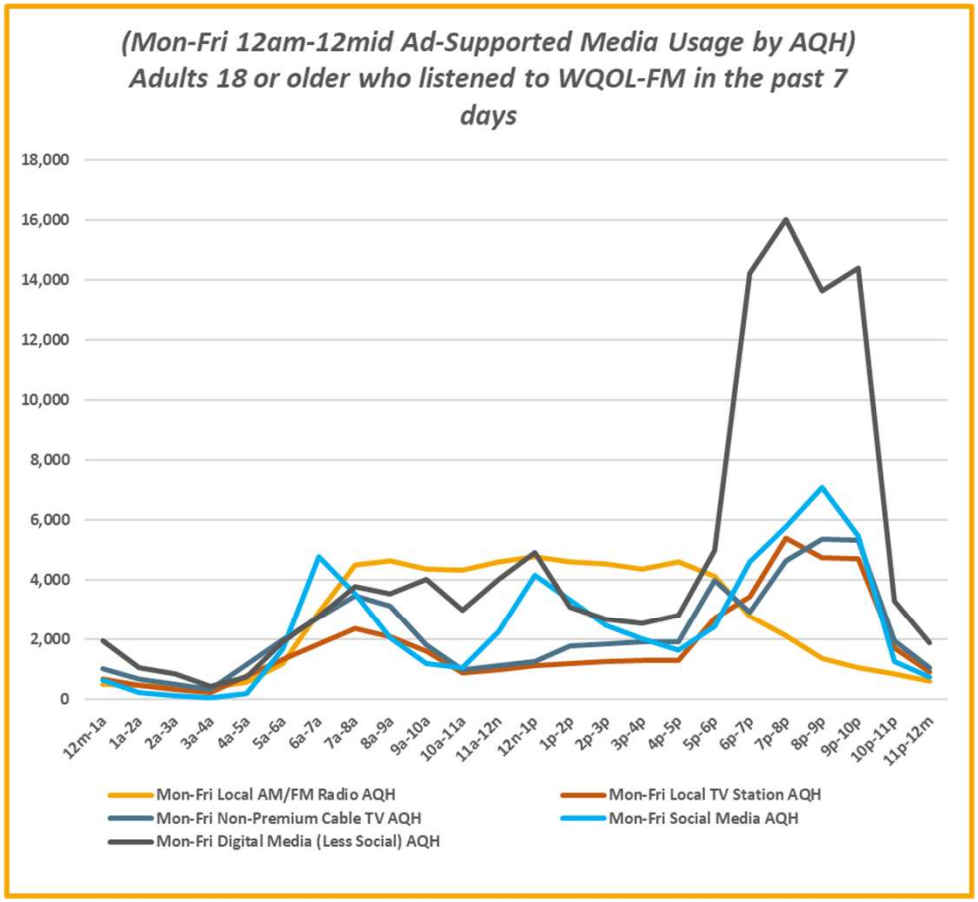
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 210

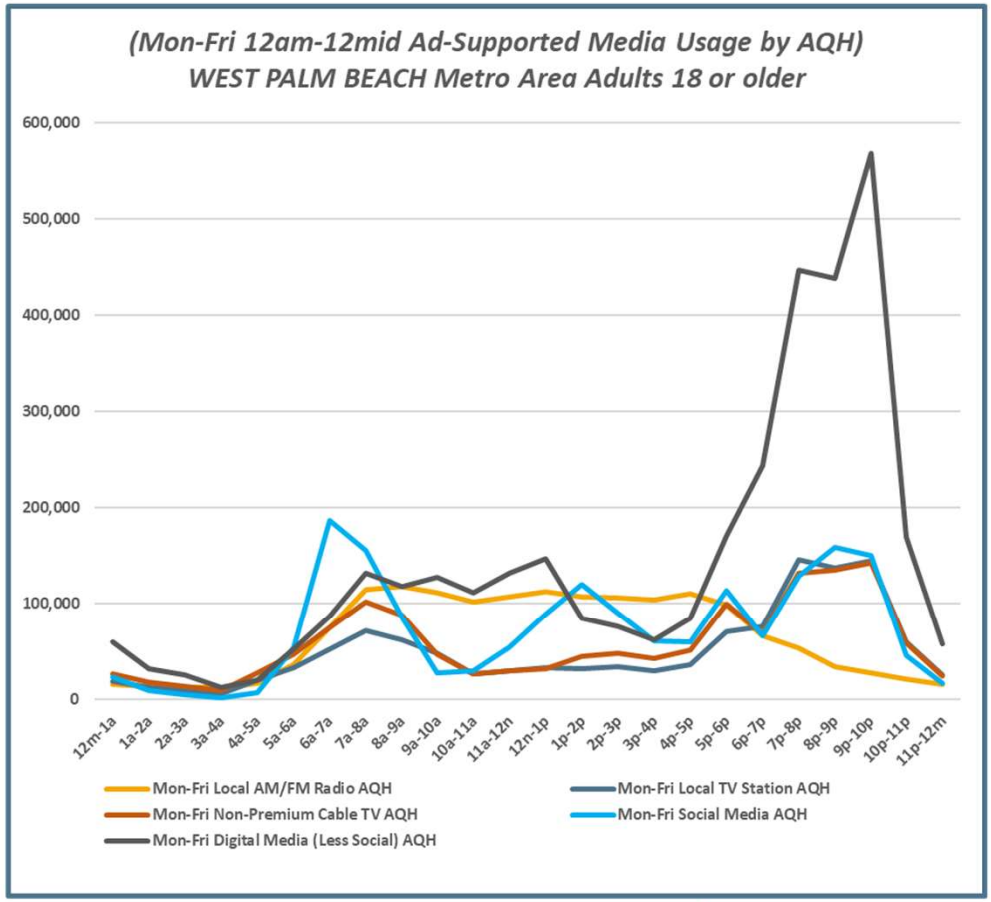
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(Radio Stations: WOLL-FM)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,327; Local Radio: 4,242; Social Media: 2,729; Non-Prem. Cable: 2,218; Local TV: 1,693 reaching Adults 18 or older who listened to WQOL-FM in the past 7 days.





WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

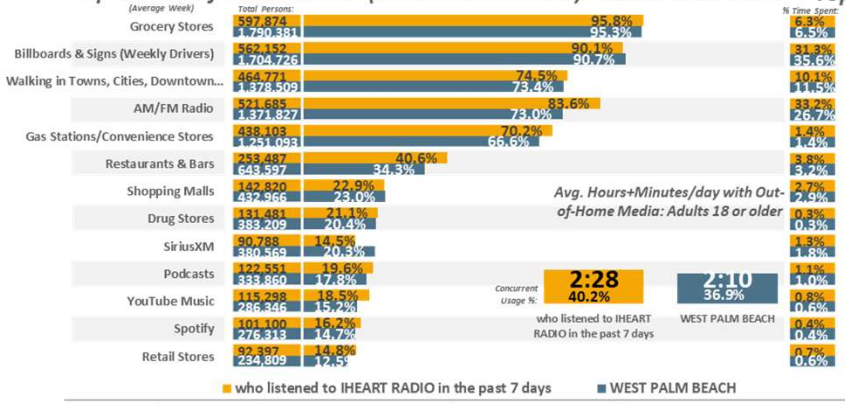
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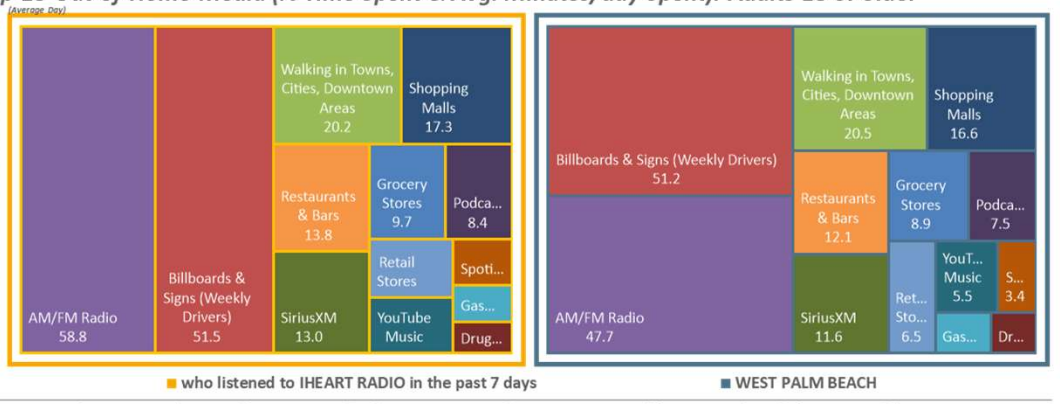
(Radio Stations: WQOL-FM)

562,152 or 90.1% of Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an average of 51.5 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 57.3 minutes/day.

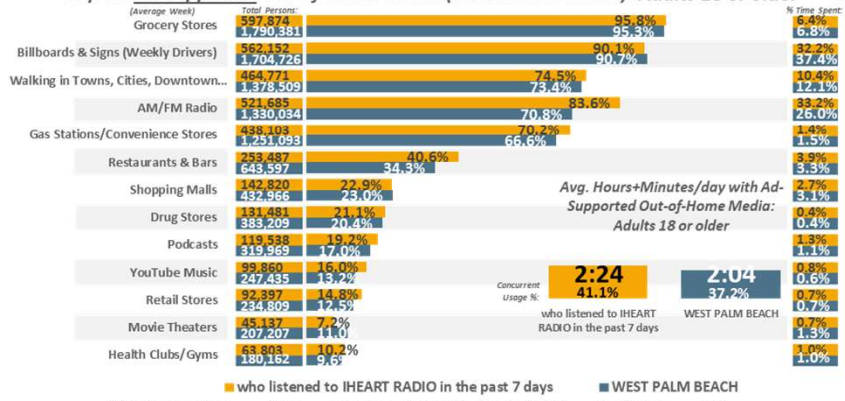
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



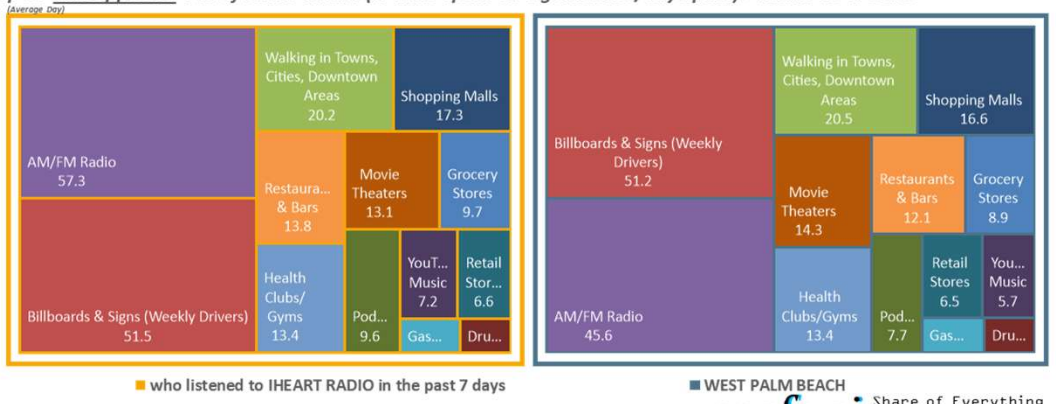
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 872

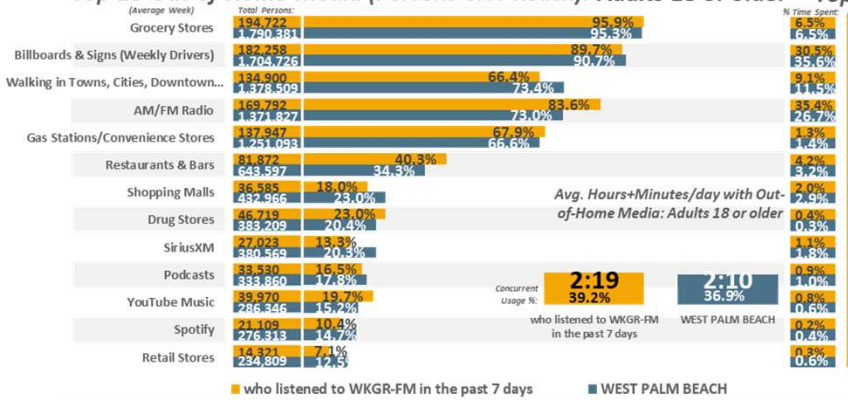
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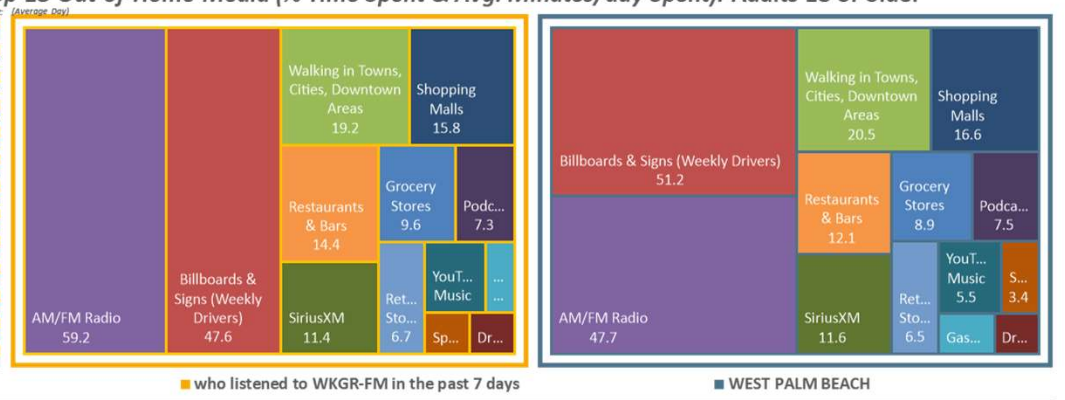
(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

182,258 or 89.7% of Adults 18 or older who listened to WKGR-FM in the past 7 days spend an average of 47.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 57.8 minutes/day.

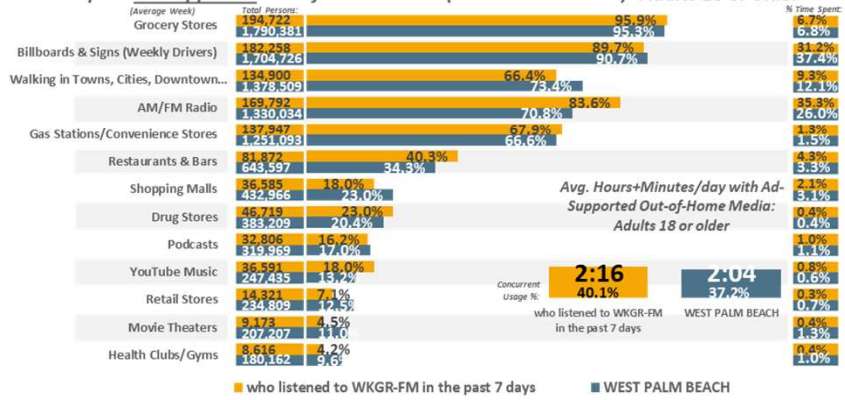
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



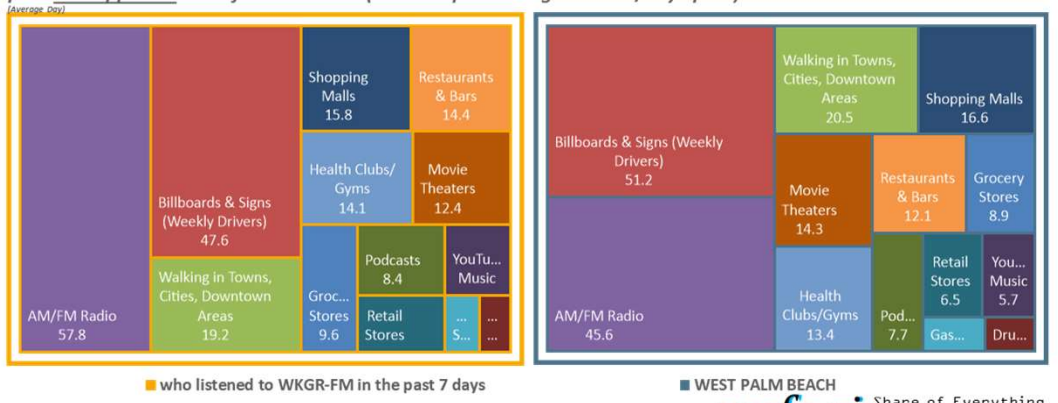
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 290

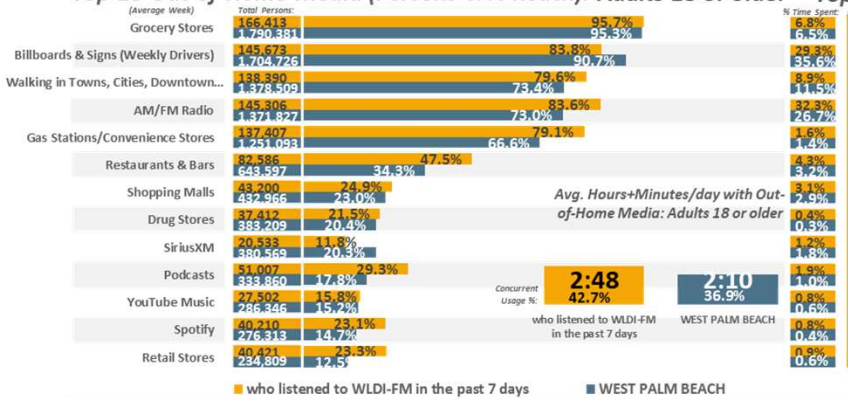
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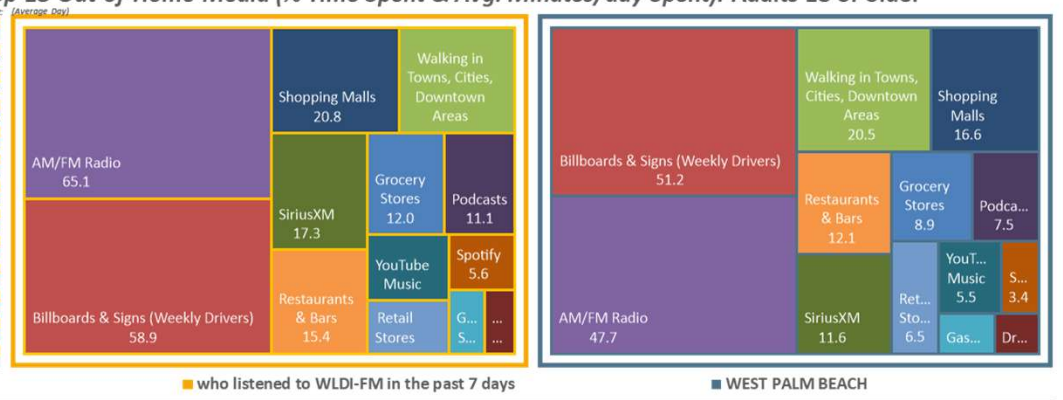
(Radio Stations: WKGR-FM)

145,673 or 83.8% of Adults 18 or older who listened to WLDI-FM in the past 7 days spend an average of 58.9 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 64.3 minutes/day.

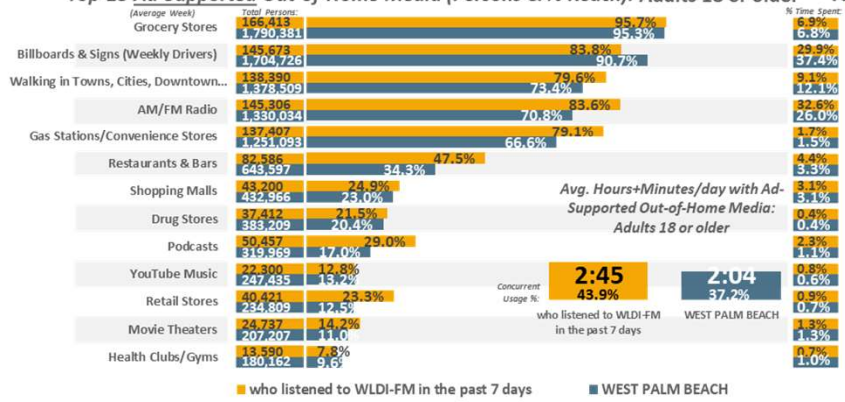
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



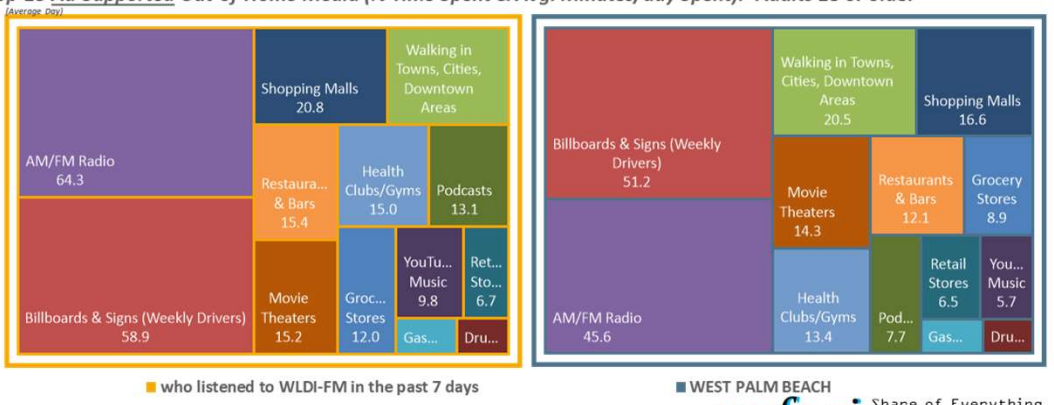
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 211

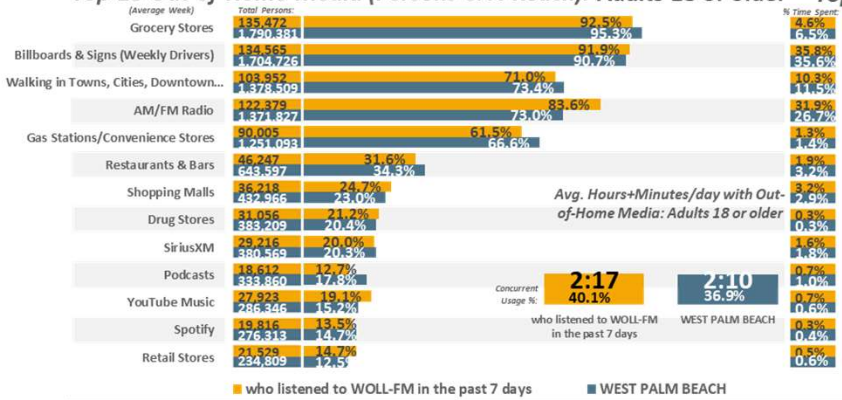
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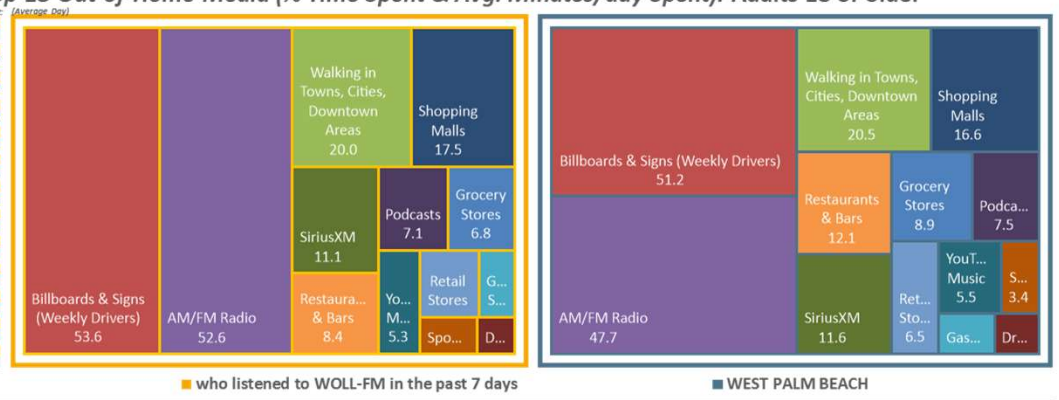
(Radio Stations: WLDI-FM)

134,565 or 91.9% of Adults 18 or older who listened to WOLL-FM in the past 7 days spend an average of 53.6 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 48.5 minutes/day.

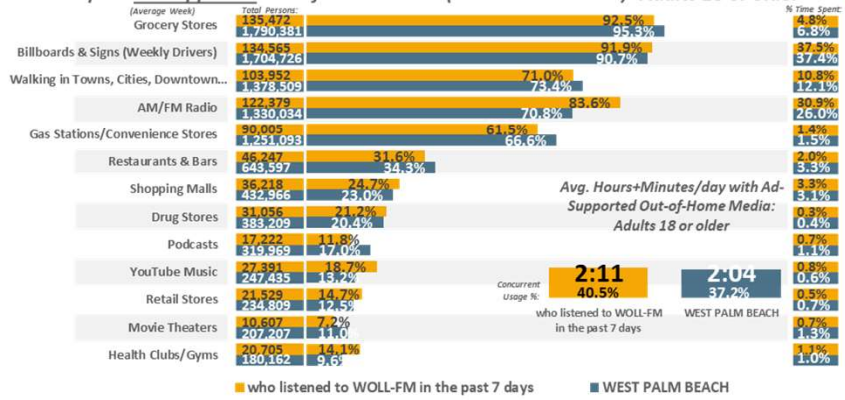
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



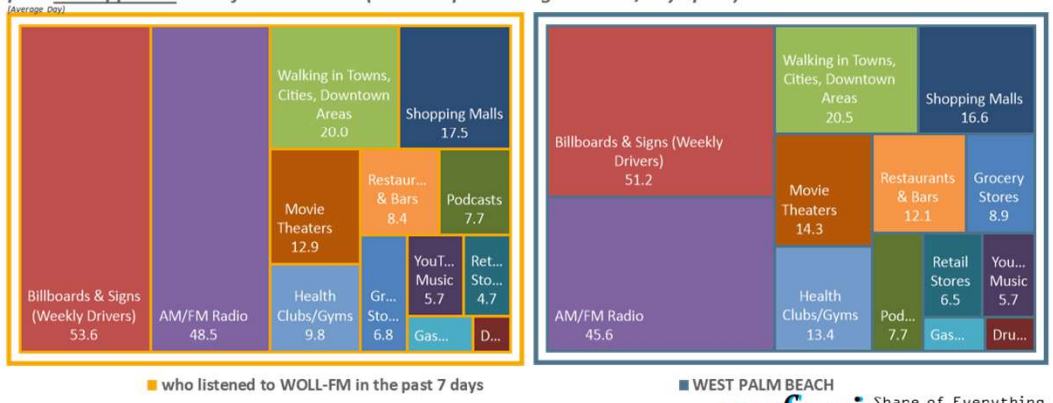
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 210

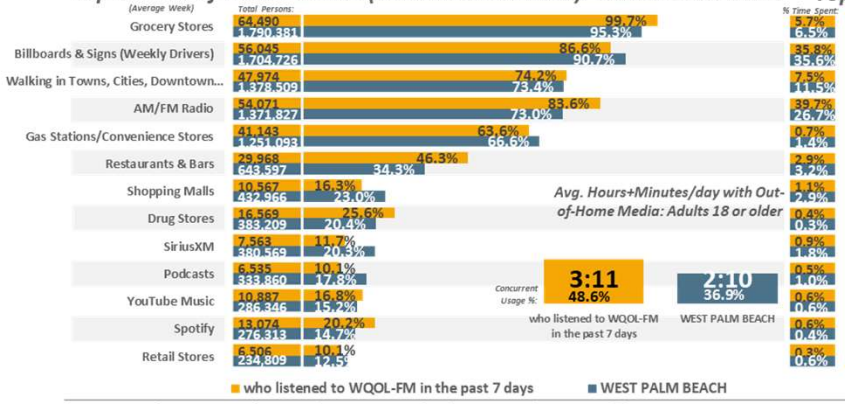
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(Radio Stations: WOLL-FM)

56,045 or 86.6% of Adults 18 or older who listened to WQOL-FM in the past 7 days spend an average of 79.1 minutes per day driving, seeing Billboards and Signs. 83.6% Listen to Local Radio Stations Out-of-Home for an average of 91. minutes/day.

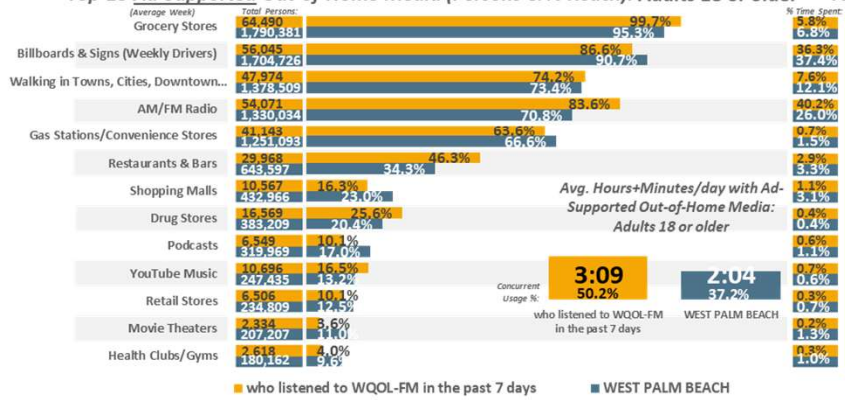
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



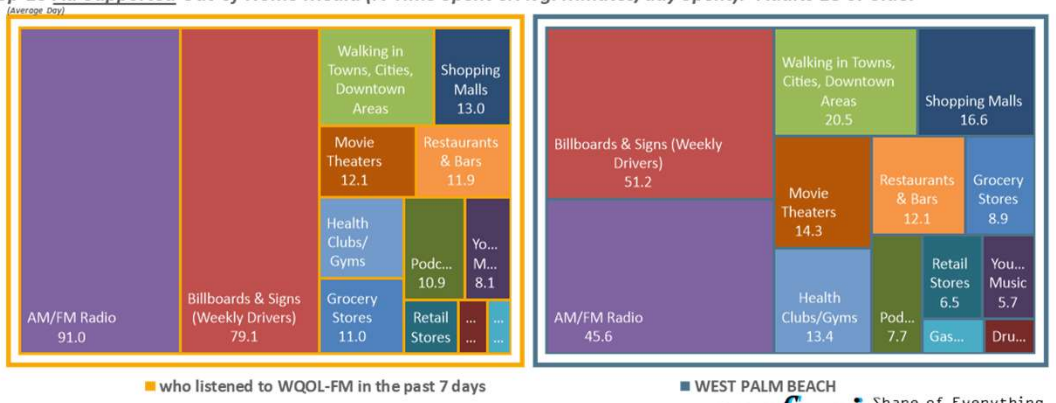
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

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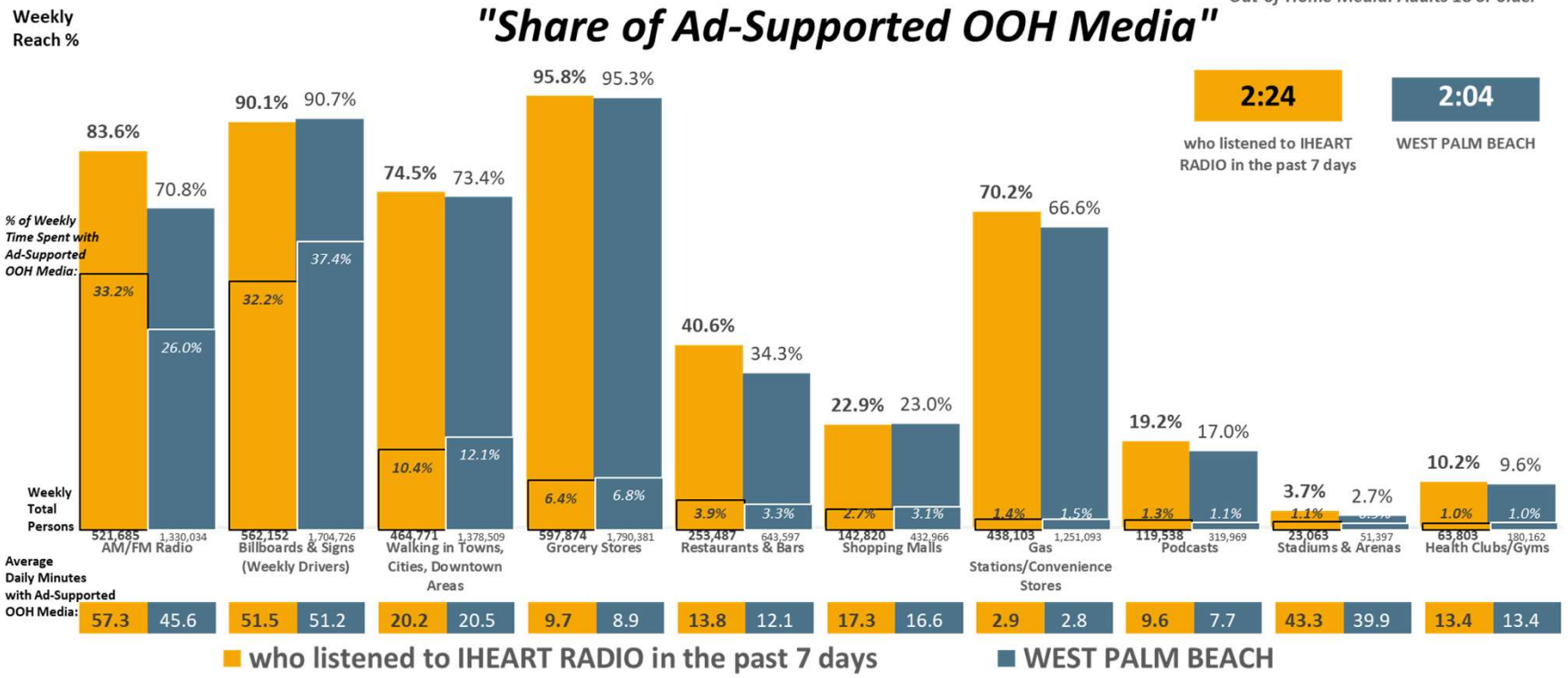
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(Radio Stations: WQOL-FM)

562,152 or 90.1% of Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an average of 51.5 minutes per day driving, seeing Billboards and Signs representing 32.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 872 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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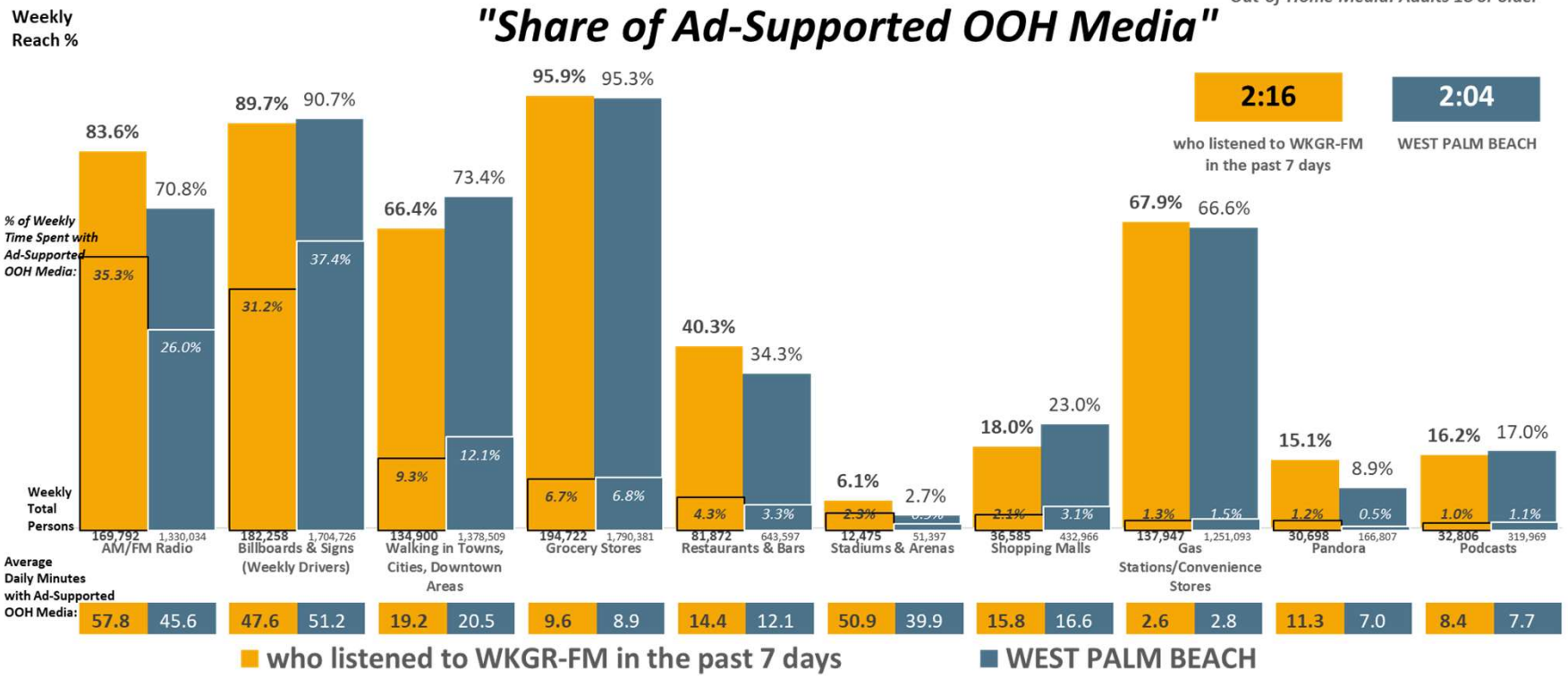
(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

GATER 98.7fm

182,258 or 89.7% of Adults 18 or older who listened to WKGR-FM in the past 7 days spend an average of 47.6 minutes per day driving, seeing Billboards and Signs representing 31.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 290 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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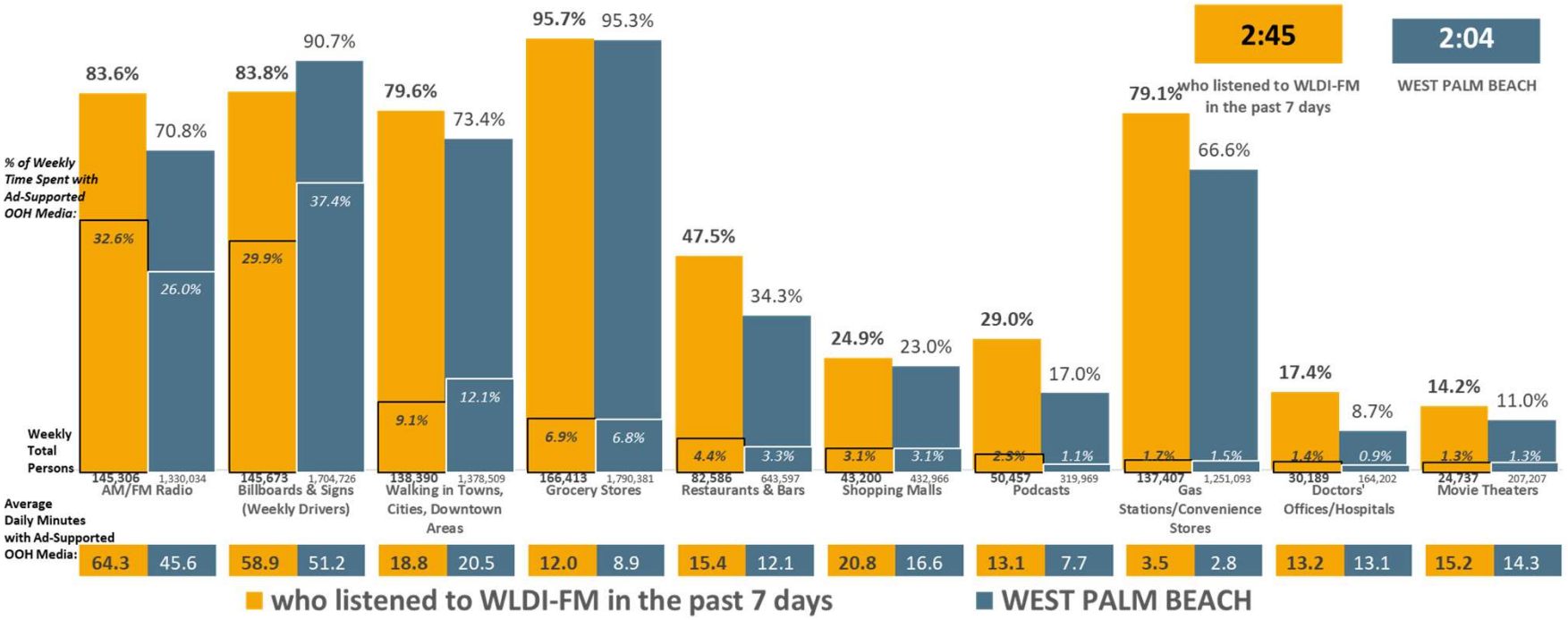
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(Radio Stations: WKGR-FM)

145,673 or 83.8% of Adults 18 or older who listened to WLDI-FM in the past 7 days spend an average of 58.9 minutes per day driving, seeing Billboards and Signs representing 29.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 211 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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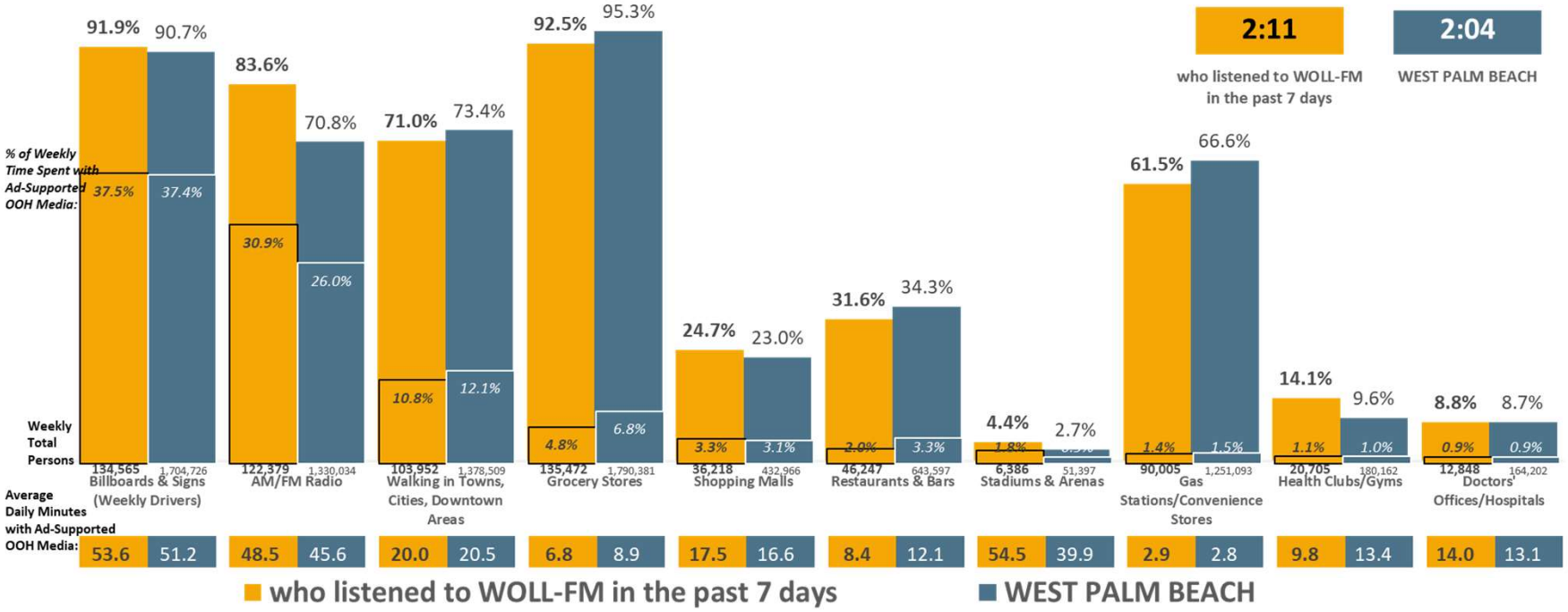
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(Radio Stations: WLDI-FM)

134,565 or 91.9% of Adults 18 or older who listened to WOLL-FM in the past 7 days spend an average of 53.6 minutes per day driving, seeing Billboards and Signs representing 37.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 210 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

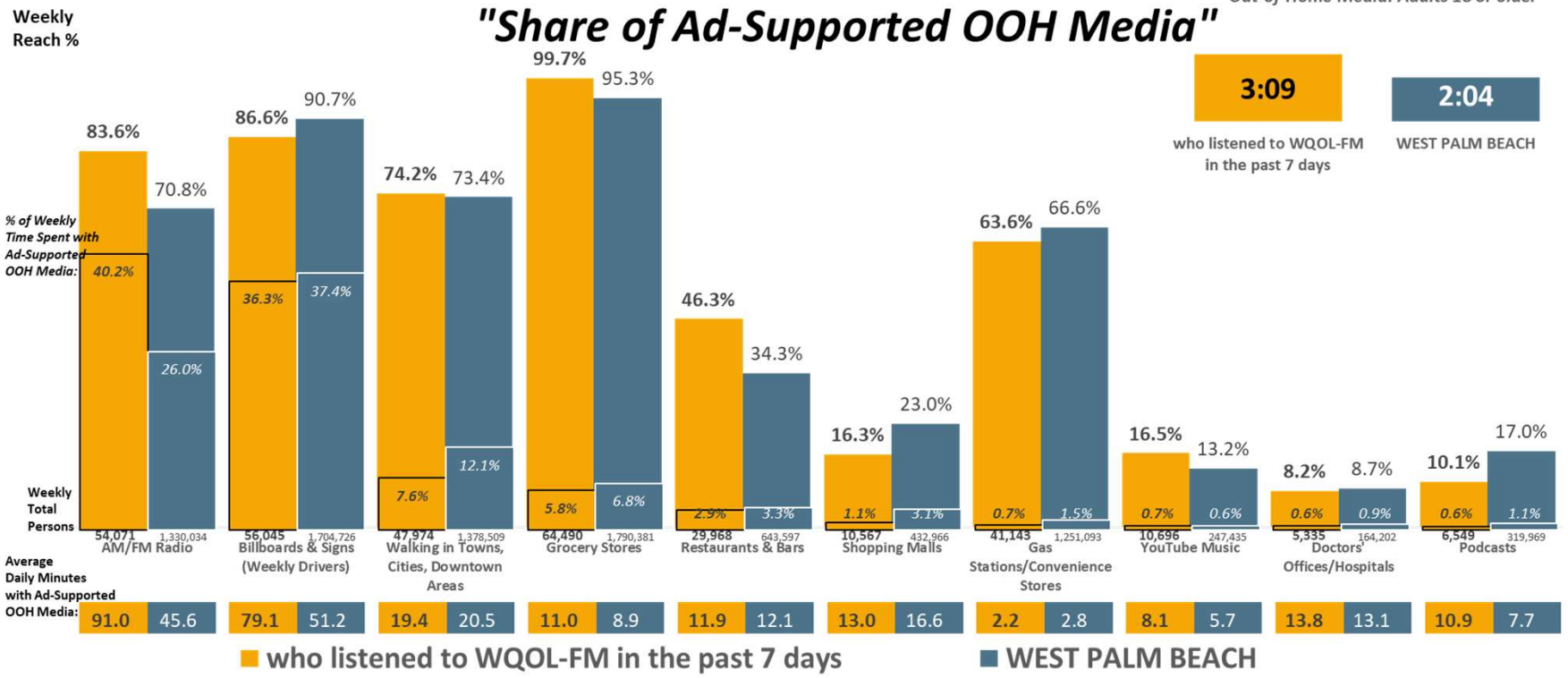
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(Radio Stations: WOLL-FM)

56,045 or 86.6% of Adults 18 or older who listened to WQOL-FM in the past 7 days spend an average of 79.1 minutes per day driving, seeing Billboards and Signs representing 36.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 123 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

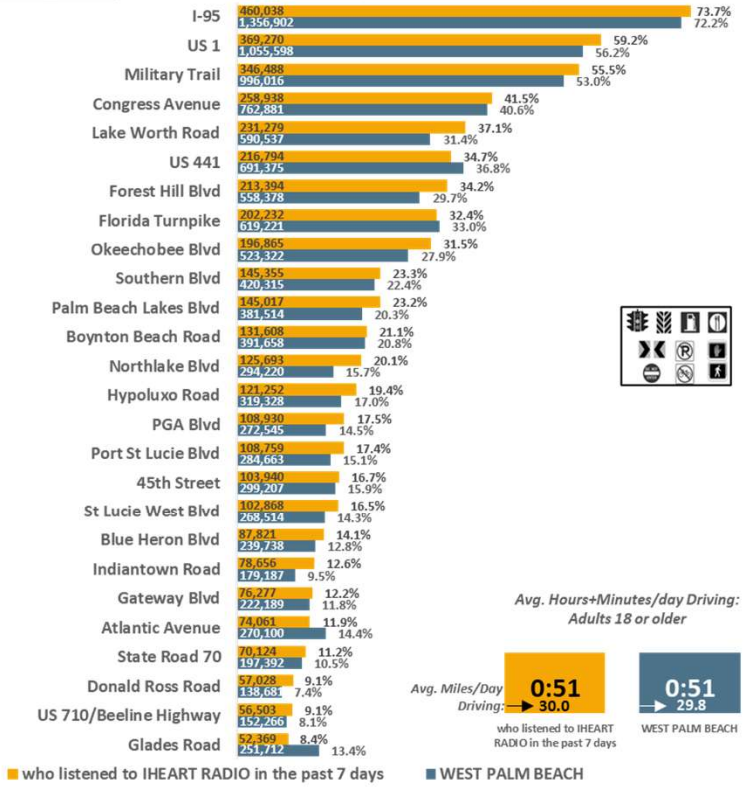
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(Radio Stations: WQOL-FM)

562,152 or 90.1% of Adults 18 or older who listened to IHEART RADIO in the past 7 days spend an average of 51.5 minutes per day driving an average of 30. miles each day and are 28.6% more likely to use Northlake Blvd than the Metro average.

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



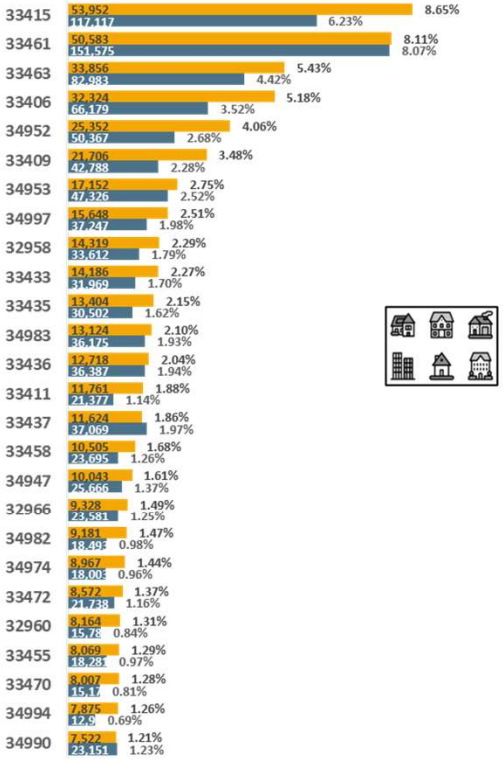
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 30.0

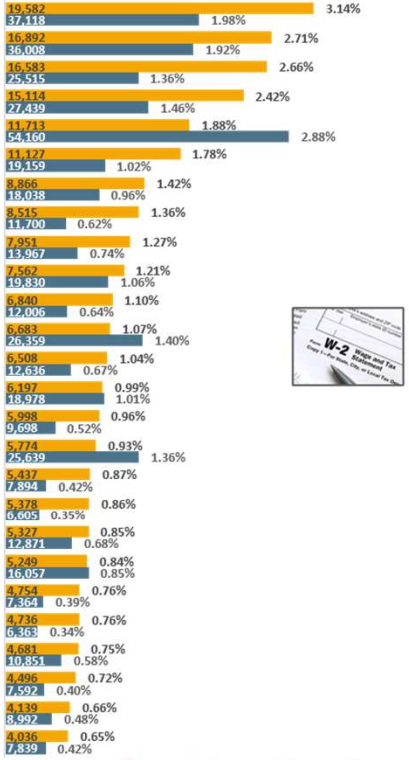
0:51 — who listened to IHEART RADIO in the past 7 days

0:51 → 29.8 — WEST PALM BEACH

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 872

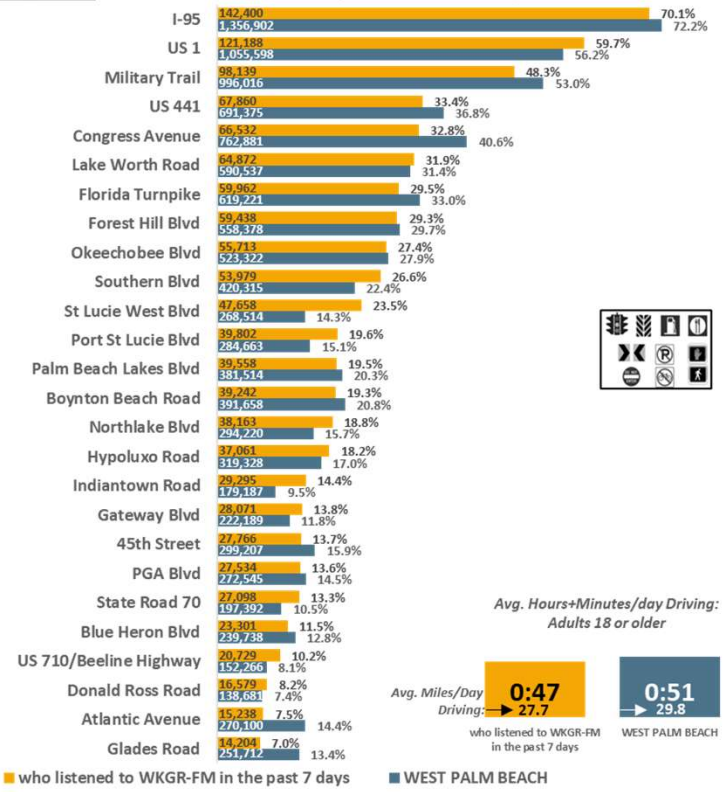
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(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR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

GATER 98.7fm

182,258 or 89.7% of Adults 18 or older who listened to WKGR-FM in the past 7 days spend an average of 47.6 minutes per day driving an average of 27.7 miles each day and are 64.2% more likely to use St Lucie West Blvd than the Metro average.

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



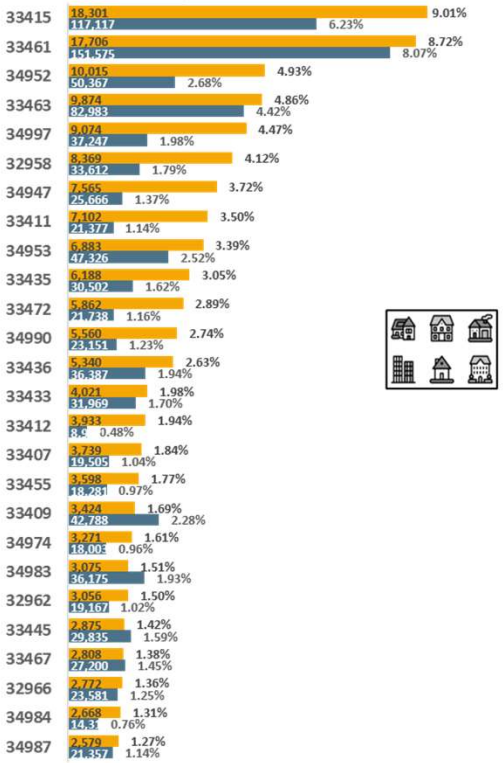
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 27.7

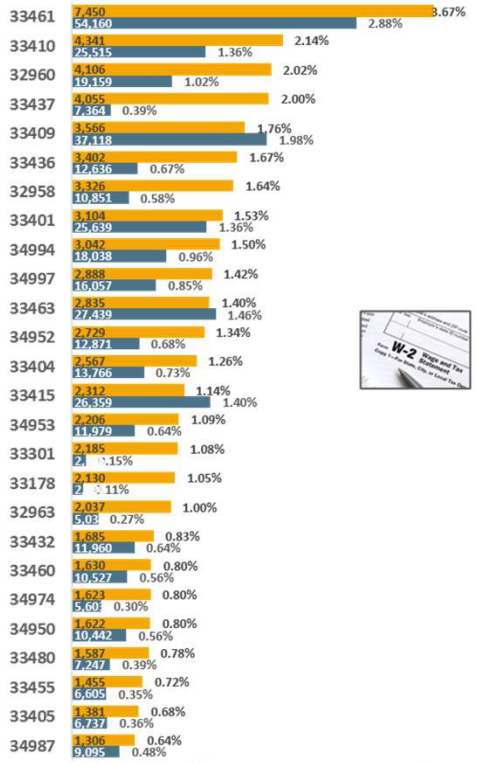
0:47 — who listened to WKGR-FM in the past 7 days

0:51 — 29.8 — WEST PALM BEACH

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 290

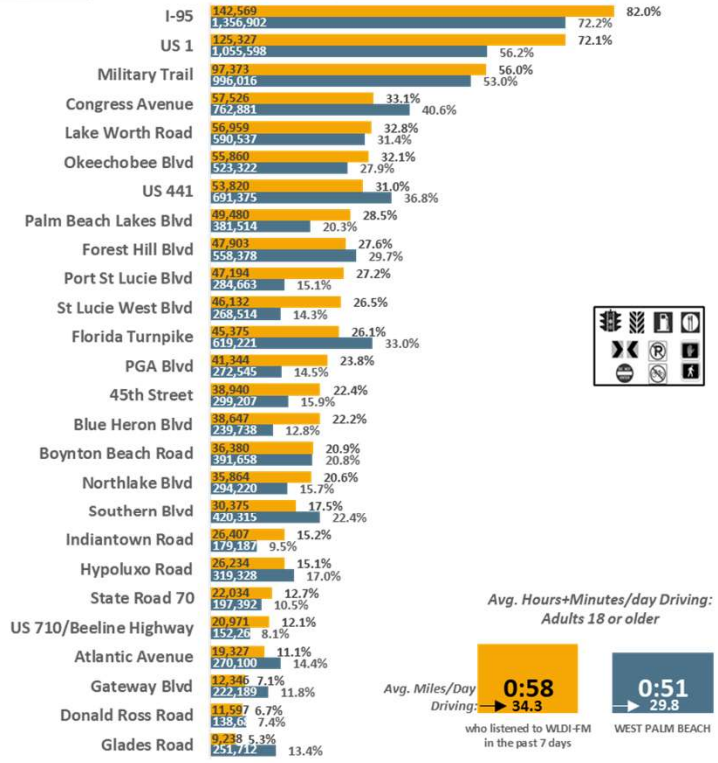
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(Radio Stations: WKGR-FM)

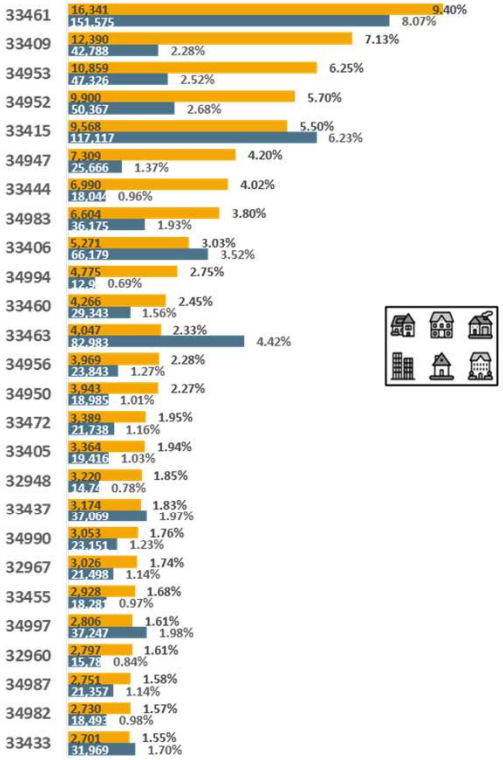
WILD 95.5
THE PALM BEACHES #1 HIT MUSIC STATION

145,673 or 83.8% of Adults 18 or older who listened to WLDI-FM in the past 7 days spend an average of 58.9 minutes per day driving an average of 34.3 miles each day and are 85.7% more likely to use St Lucie West Blvd than the Metro average.

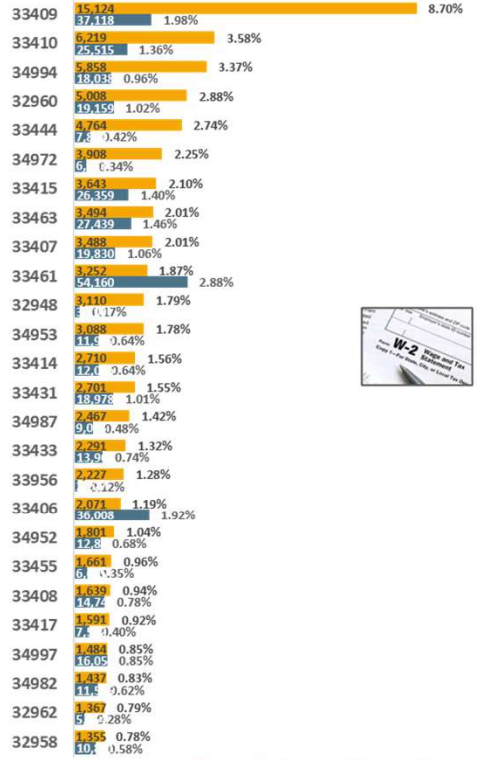
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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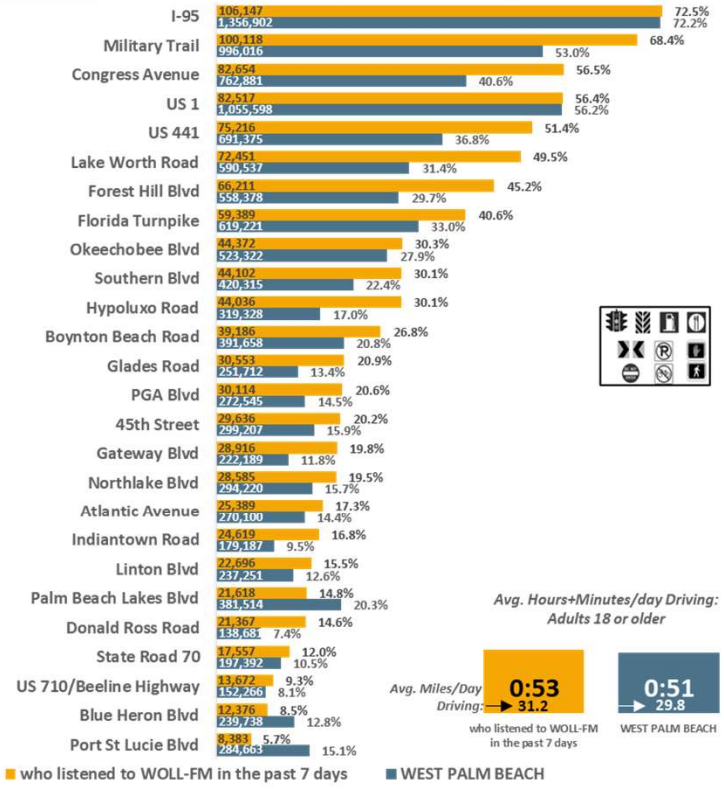
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 211

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(Radio Stations: WLDI-FM)

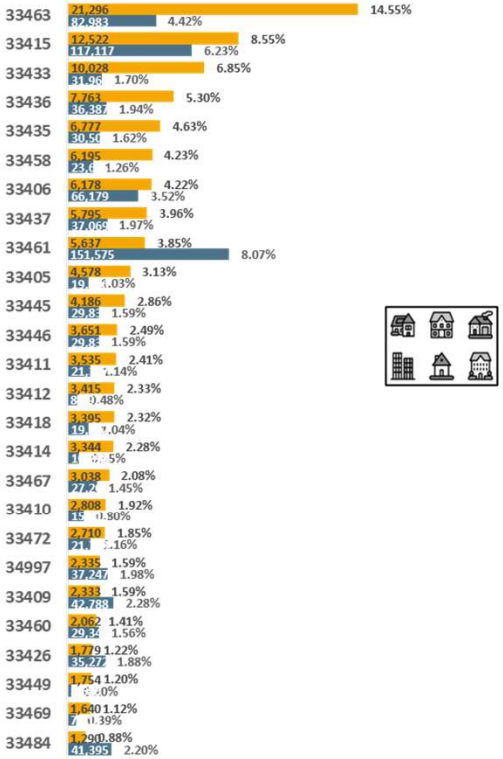
134,565 or 91.9% of Adults 18 or older who listened to WOLL-FM in the past 7 days spend an average of 53.6 minutes per day driving an average of 31.2 miles each day and are 77.7% more likely to use Hypoluxo Road than the Metro average.

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

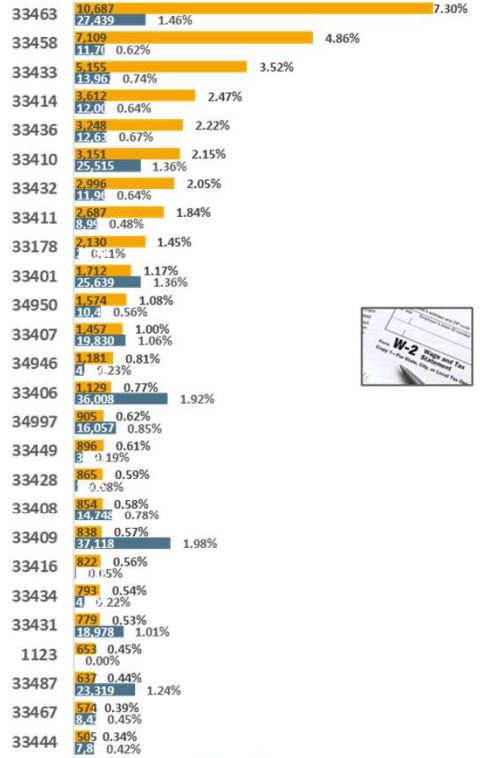


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



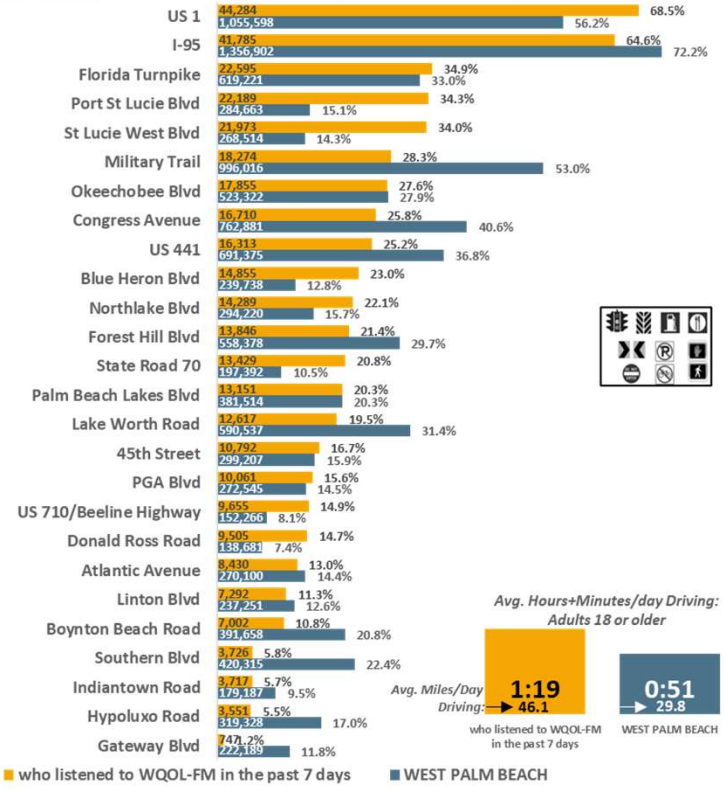
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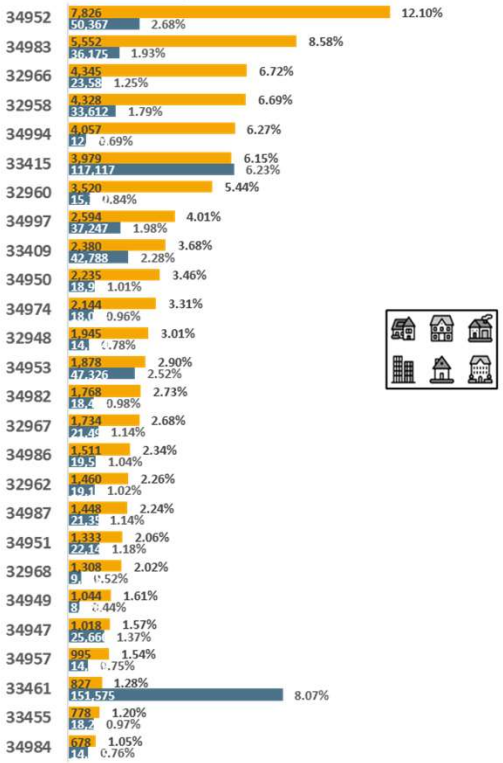
(Radio Stations: WOLL-FM)

56,045 or 86.6% of Adults 18 or older who listened to WQOL-FM in the past 7 days spend an average of 79.1 minutes per day driving an average of 46.1 miles each day and are 137.7% more likely to use St Lucie West Blvd than the Metro average.

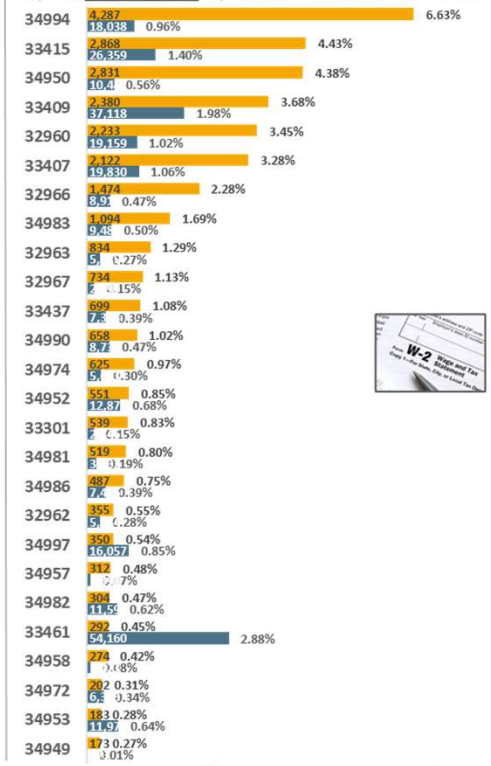
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



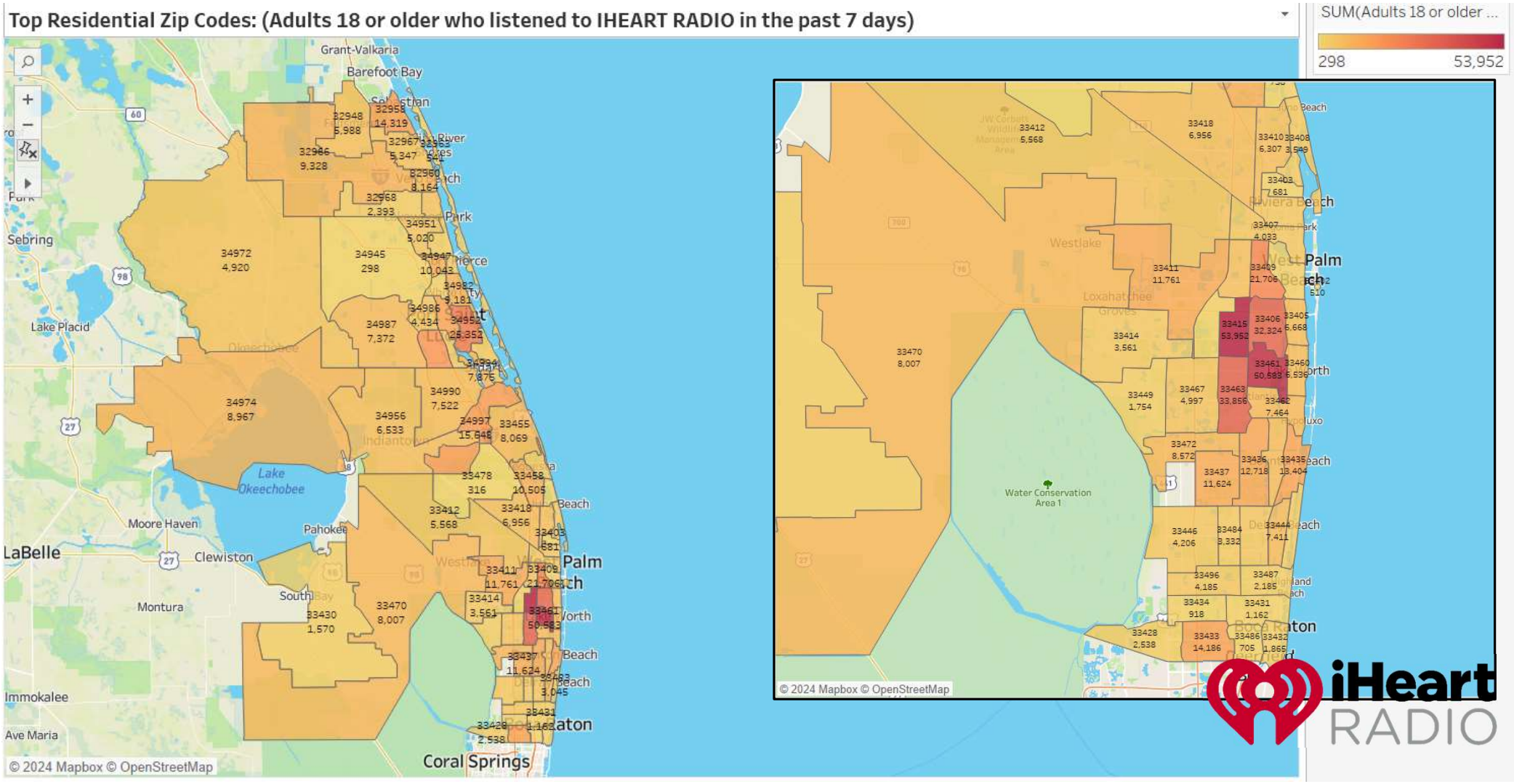
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WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

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(Radio Stations: WQOL-FM)

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

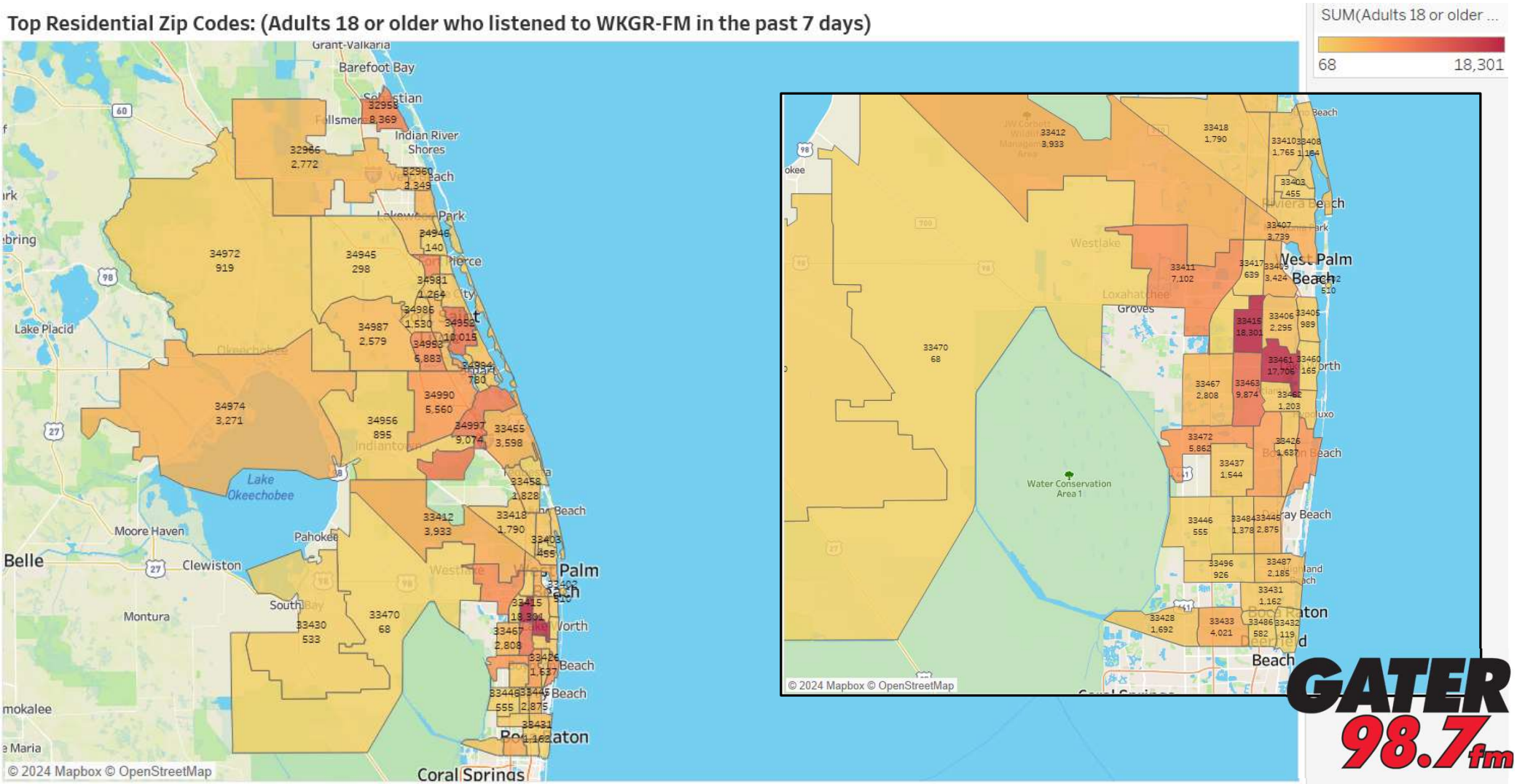


WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 872
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Top Residential Zip Codes: (Adults 18 or older who listened to WKGR-FM in the past 7 days)



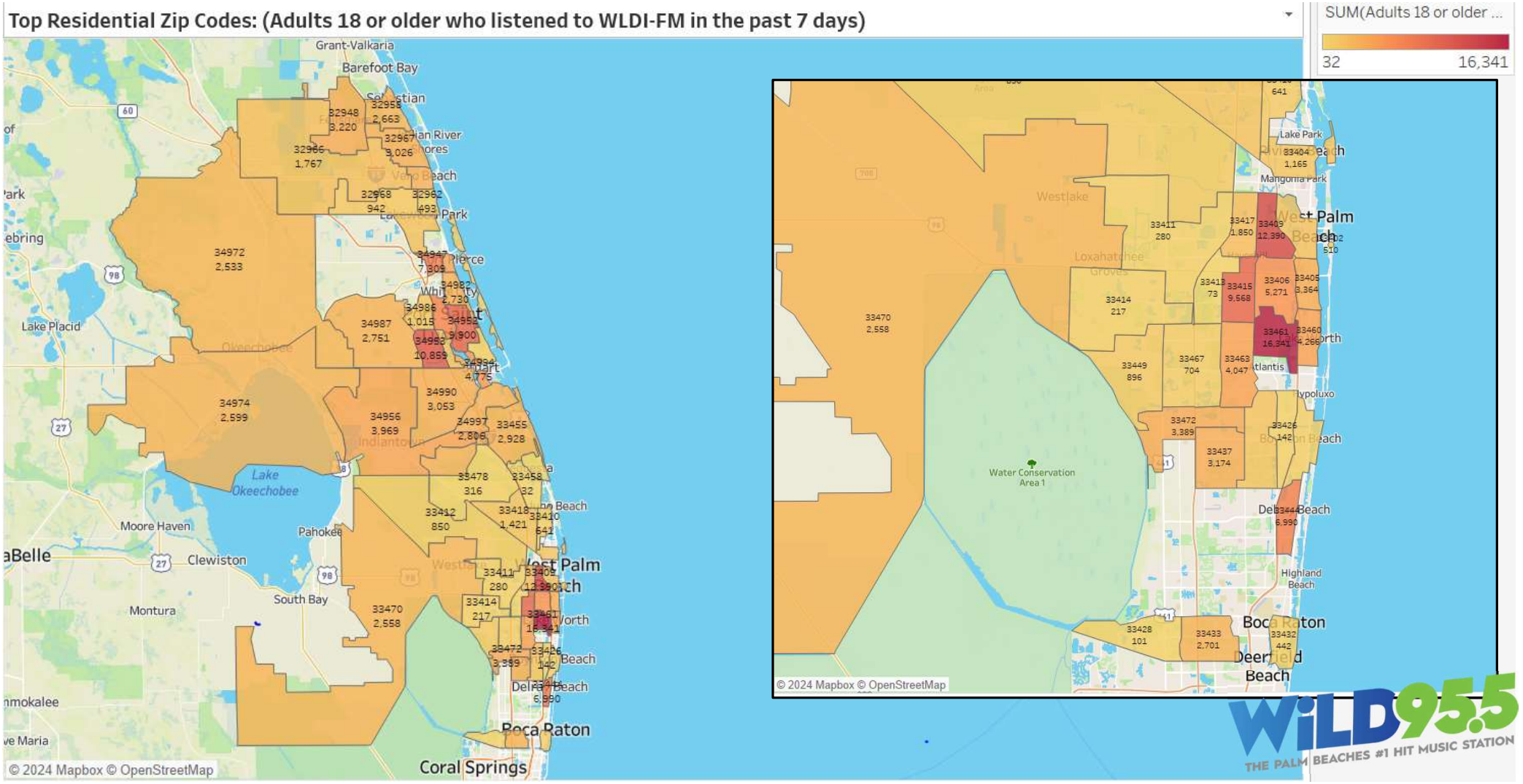
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 290
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GATER 98.7fm

(Radio Stations: WKGR-FM)

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



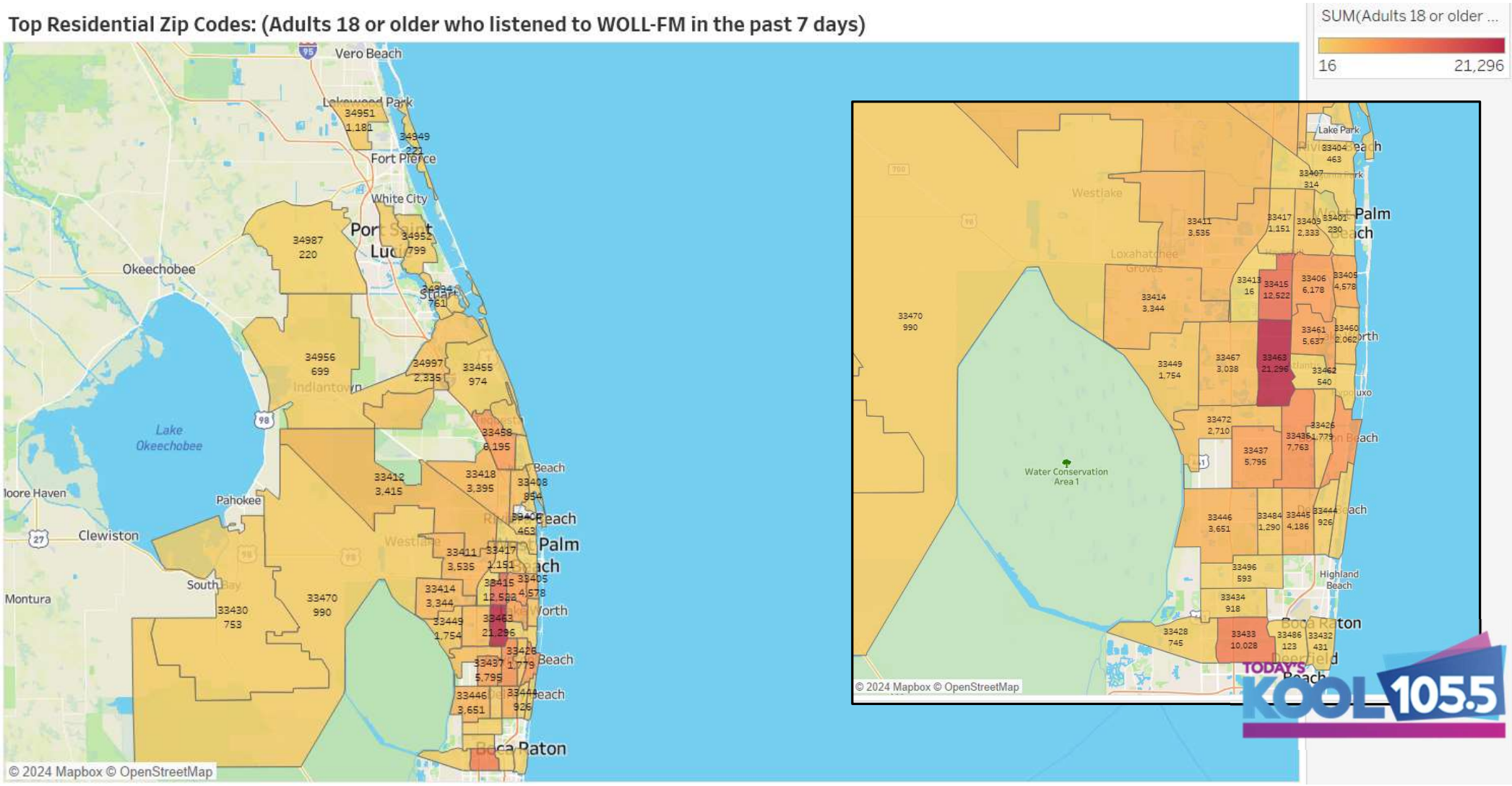
WILD95.5
THE PALM BEACHES #1 HIT MUSIC STATION

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(Radio Stations: WLDI-FM)

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

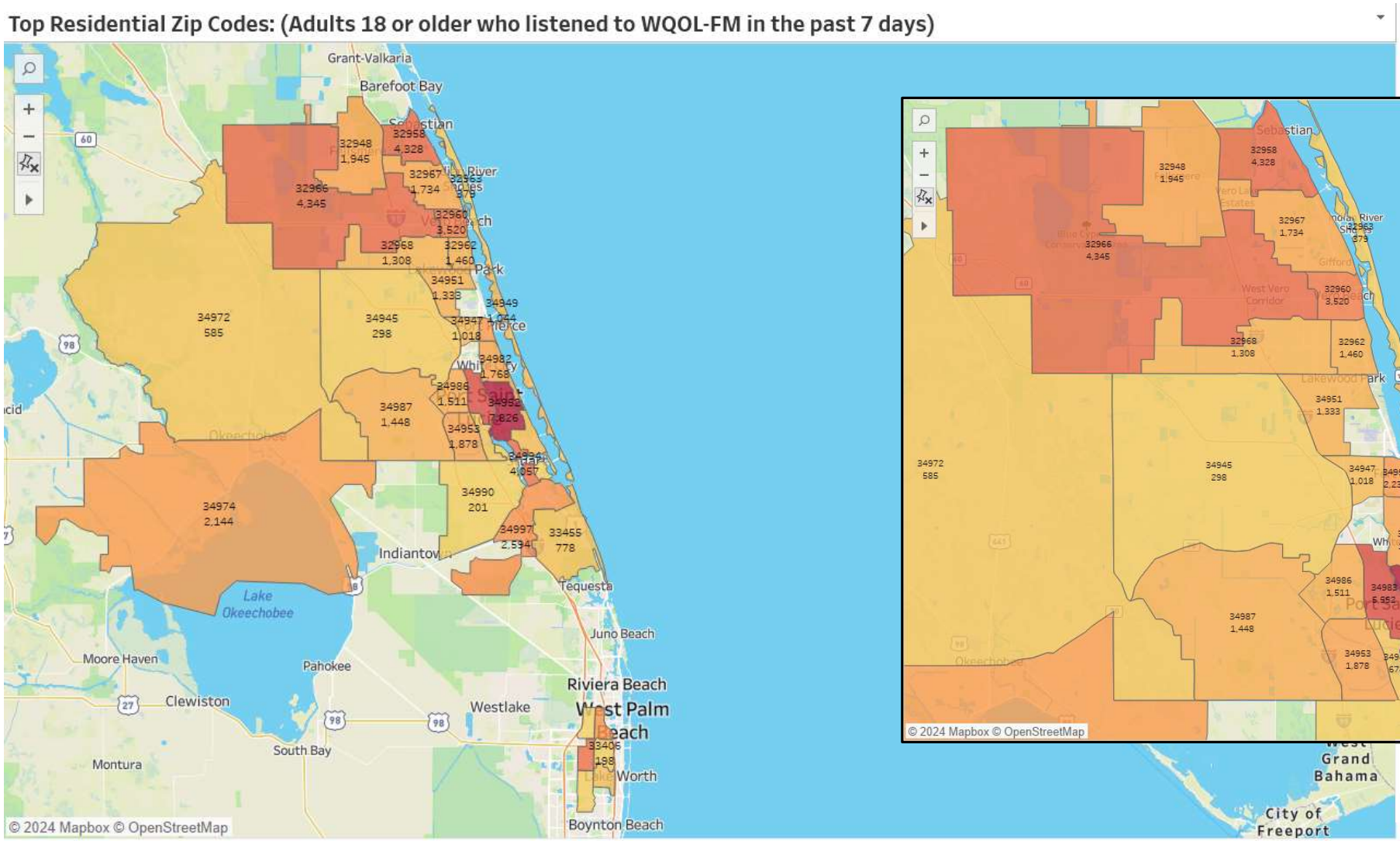


WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 210
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(Radio Stations: WOLL-FM)

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



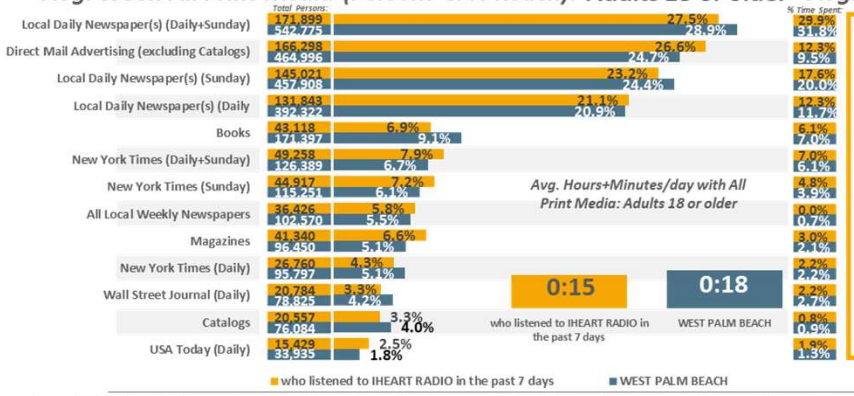
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 123
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soefa.ai Share of Everything for Anything.

(Radio Stations: WQOL-FM)

171,899 or 27.5% of Adults 18 or older who listened to IHEART RADIO in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 31.8% of all time spent daily with All forms of Print Media.

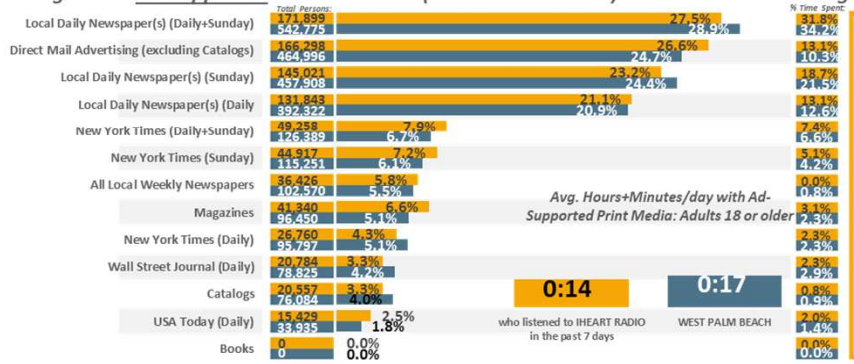
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



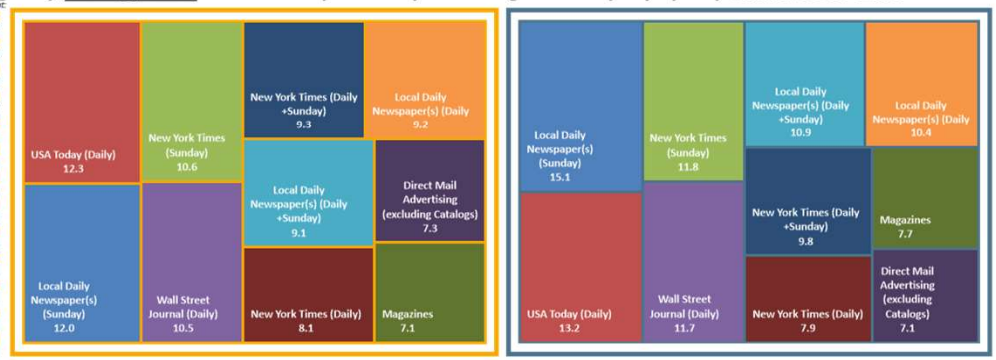
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 872

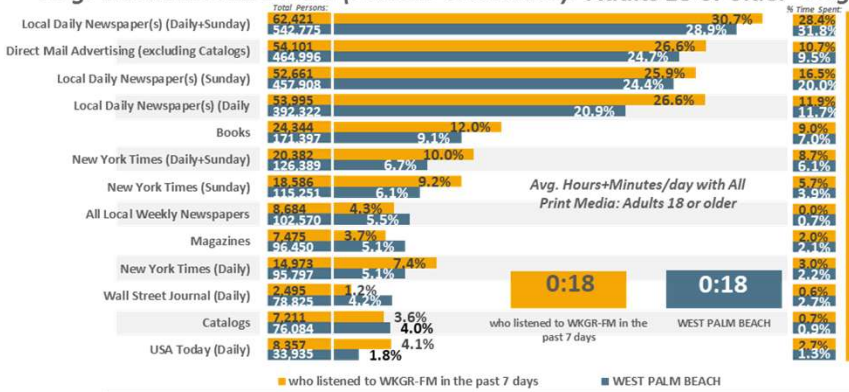
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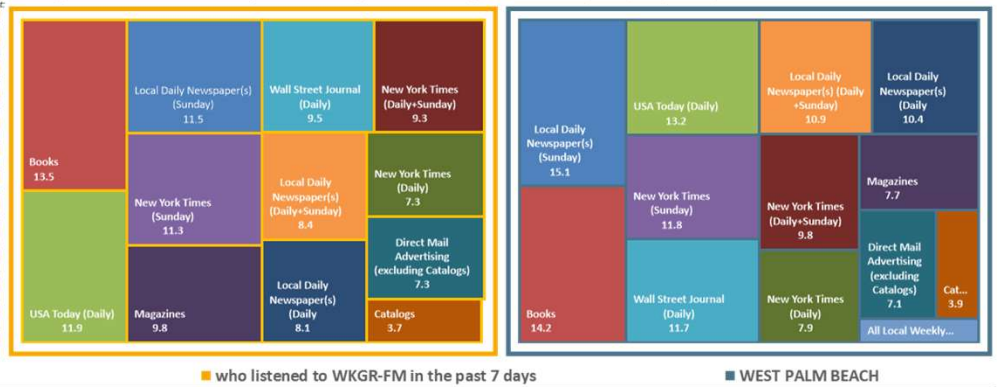
(Radio Stations: WKGR-FM OR Radio Stations: WOLL-FM OR Radio Stations: WLDI-FM OR Radio Stations: WQOL-FM OR Radio Stations: WAVW-FM OR Radio Stations: WZZR-FM OR Radio Stations: WZZR-FM HD2 OR Radio Stations: WRLX-FM OR Radio Stations: WJNO-AM OR Radio Stations: WZTU-FM)

62,421 or 30.7% of Adults 18 or older who listened to WKGR-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 31.2% of all time spent daily with All forms of Print Media.

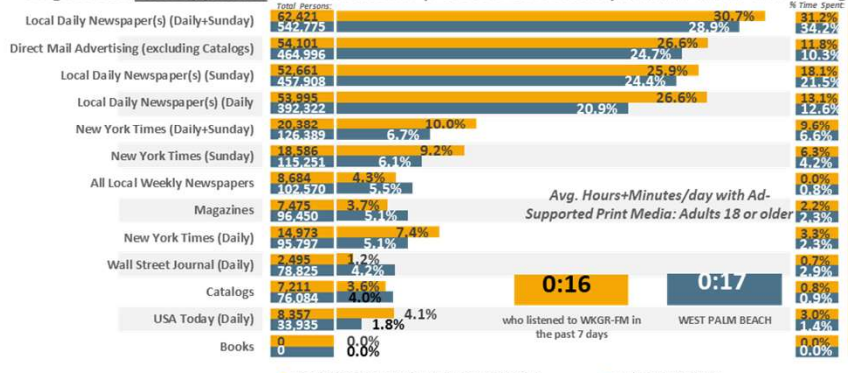
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



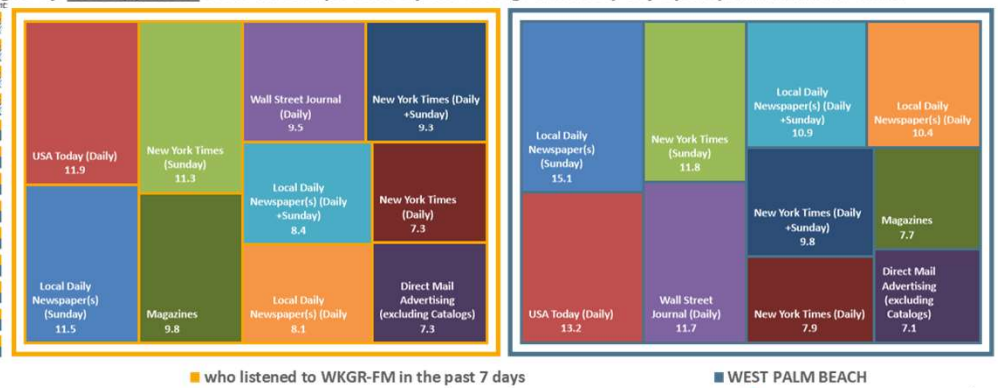
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 290

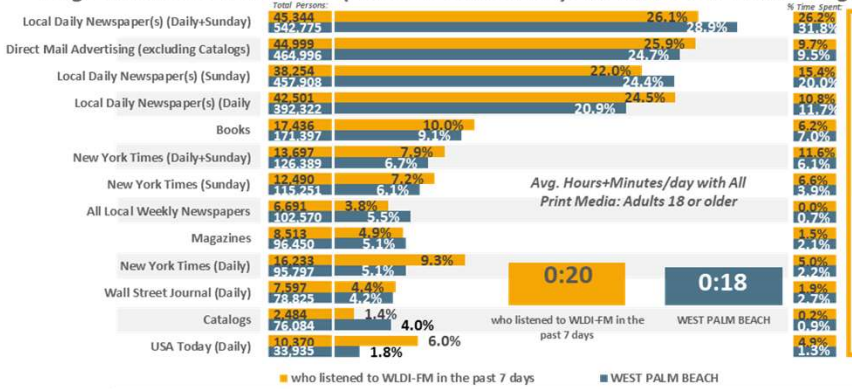
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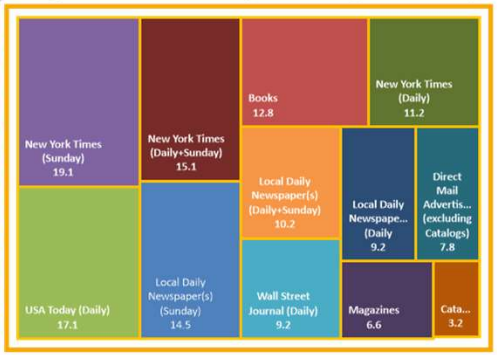
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(Radio Stations: WKGR-FM)

45,344 or 26.1% of Adults 18 or older who listened to WLDI-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 27.9% of all time spent daily with All forms of Print Media.

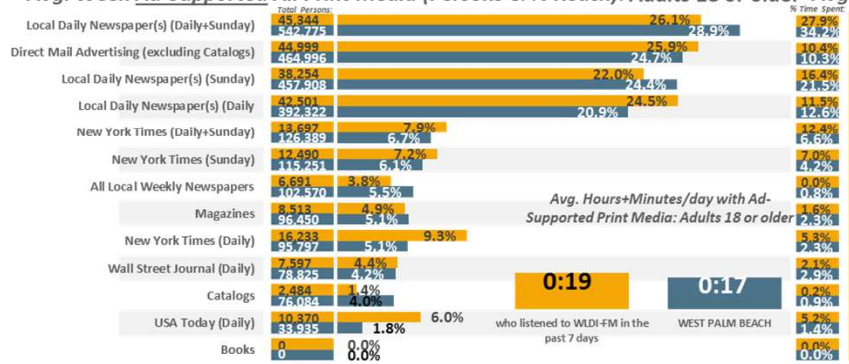
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

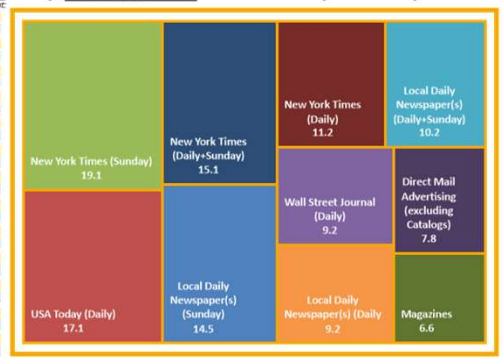


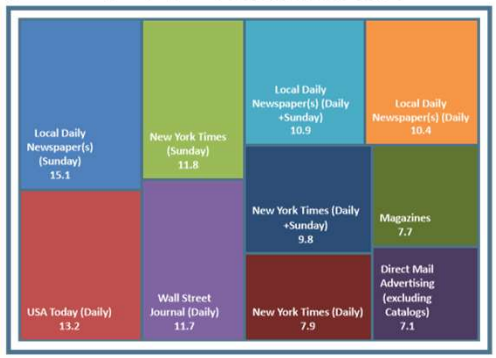




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 211

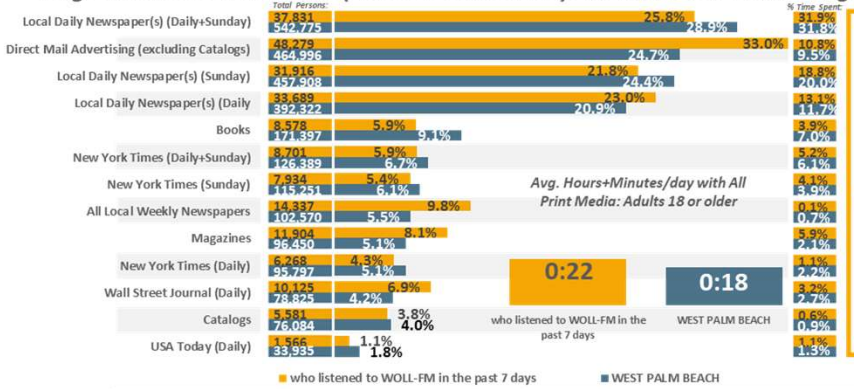
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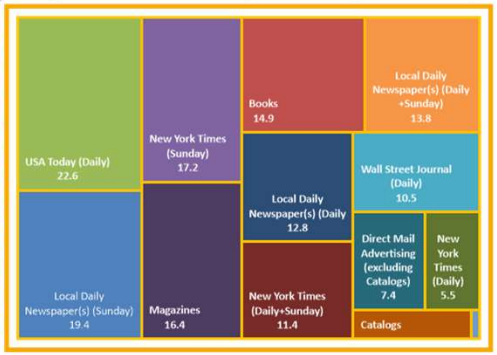
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(Radio Stations: WLDI-FM)

37,831 or 25.8% of Adults 18 or older who listened to WOLL-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.8 minutes every day representing 33.2% of all time spent daily with All forms of Print Media.

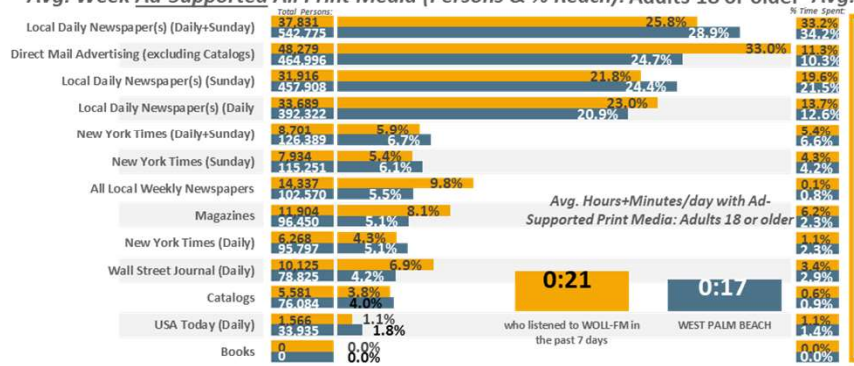
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

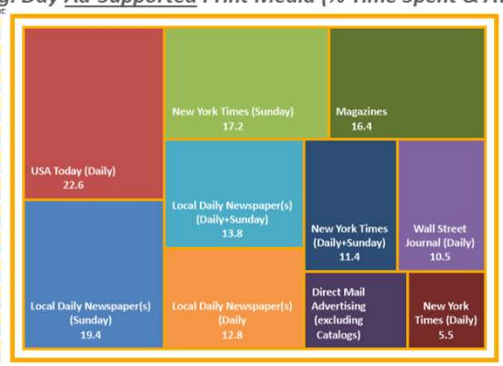


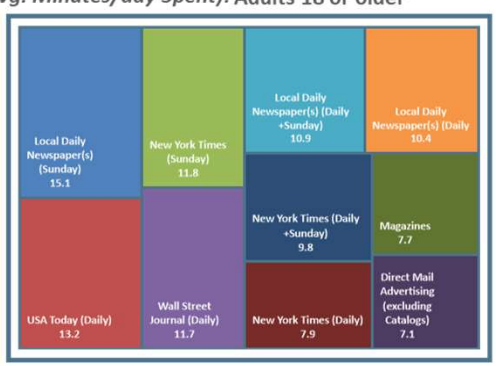




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 210

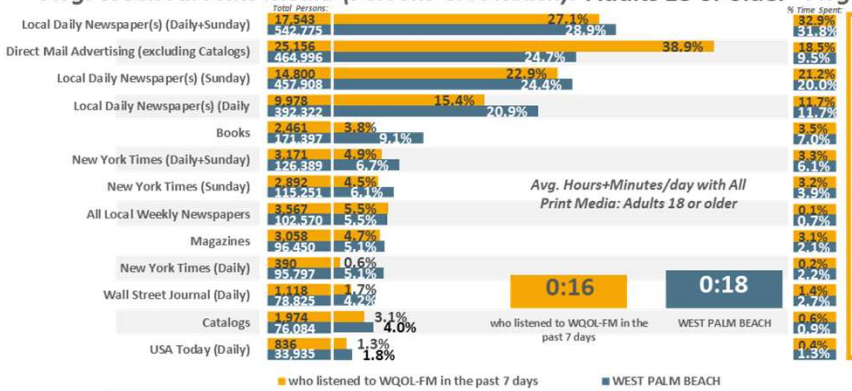
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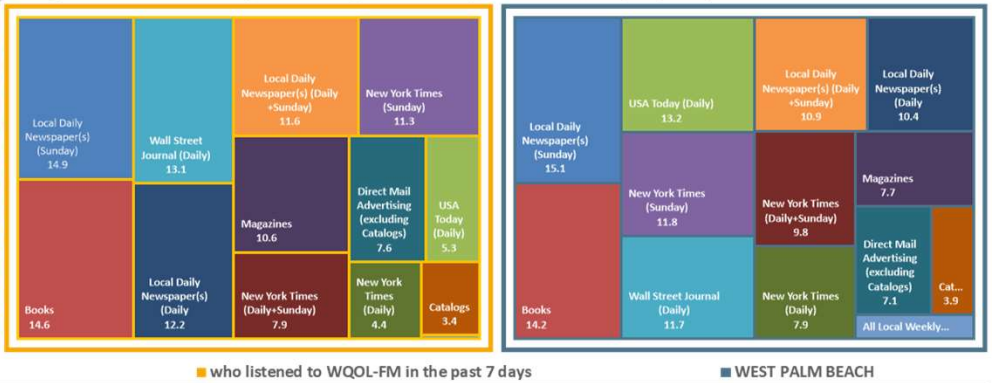
(Radio Stations: WOLL-FM)

17,543 or 27.1% of Adults 18 or older who listened to WQOL-FM in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.6 minutes every day representing 34.1% of all time spent daily with All forms of Print Media.

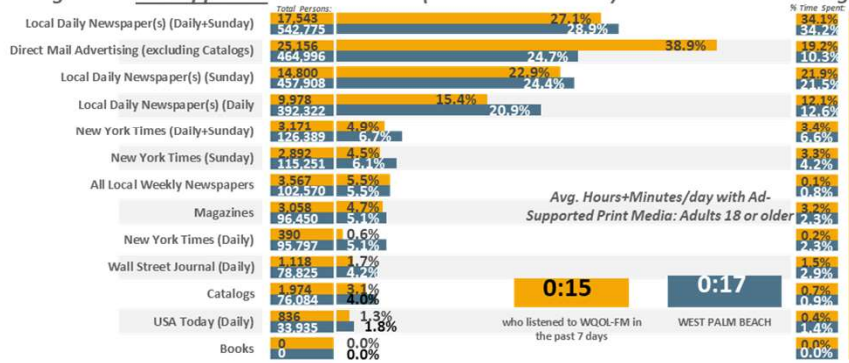
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 123

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(Radio Stations: WQOL-FM)