



84 NET NEW PEOPLE *PER DAY* ARE MOVING TO JACKSONVILLE'S METRO!

JACKSONVILLE, FLORIDA

2023 Market Guide

Based on Nielsen reporting during 2023

▶ Jacksonville, Florida

Jacksonville, the largest city in area in the continental United States, is a rapidly growing metropolitan city in Northeast Florida, with approximately 970,000 residents. Under its strong mayor form of government, residents elect a mayor and a 19-member City Council, with five at-large members and 14 members elected by district.



Donna Deegan is Jacksonville's 9th mayor since the consolidation of Duval County and City of Jacksonville governments in 1968. Due to its convenient location, mild climate, reasonable cost of living, high quality of life and a business-friendly government, Jacksonville is a popular location for corporate expansions and relocations.

Its status as an intermodal transportation hub is another incentive, and the city is also a leading distribution center, with a transportation network embracing port and air cargo facilities, rail and trucking routes. Millions of tons of raw materials and manufactured goods move through the city annually.

(City of Jacksonville, coj.net)



This momentum continues to boost Jacksonville's stature in the national and international marketplace.

In fact, the Jacksonville MSA is projected to add approximately 84 new residents per day through 2025 according to UF Bureau of Economic and Business Research. Through 2027, the Jacksonville MSA is projected to grow an average of 1.4% annually double that of the United States (.7%) and faster than the state (1%).

(Gale DemographicsNow 2022).

One of Jacksonville's many natural assets is one of the largest urban park systems in the country. The active and passive parks and preservation lands are a key part of Jacksonville's quality of life. So are the miles of beaches and waterways, a major symphony orchestra, and a myriad of special events that this sports-loving city hosts each year. The home of the NFL's Jacksonville Jaguars, the city welcomed its first Super Bowl in 2005, the world's largest scoreboards in 2014 (foxsports.com), and a \$90 million proposal for an indoor practice facility, a 5,000-seat amphitheater, and club seat renovations in 2015 (espn.go.com). With a growing population, a strong economy, diverse cultural and recreational opportunities and abundant natural resources, Jacksonville continues to distinguish itself as one of the nation's most dynamic and progressive cities

(City of Jacksonville, coj.net).



▶ Jacksonville Accolades

- Joint management agreements with national and state park services give Jacksonville the largest urban park system in the United States. (coj.net)
- Four modern seaport facilities, including America's newest cruise port, make Jacksonville a full-service international seaport. (coj.net)
- Jacksonville ranks in the Top 25 best places to live according to U.S. News & World Report (July 2021)."
- **"In 2021, Jacksonville MSA had the 4th strongest economic growth in the country (#1 in the state of Florida), according to Stessa.com."**
- **"LinkedIn ranked Jacksonville MSA's population growth as second highest in the country for 2021 with a 14.3 percent increase in residents, behind in-state competitor Miami."**
- "In October 2022, Urban Land Institute listed Jacksonville as 1 of 5 Supernova Cities, along with Austin, Nashville, Raleigh/Durham, and Boise, for its sustained population and job growth, well above the U.S. average. "
- "Jacksonville MSA's housing market is considered the second hottest in 2022 behind in-state competitor Tampa according to Zillow."
- "Jacksonville is the only major metro in Florida with a cost of living below the national average. Based on the national average composite index of 100, Jacksonville MSA's cost of living stands at 94.2 in 2022, lower than all other metros in Florida and our major competitor metros. (Tampa is 99.8, Orlando is 104.8 and Miami is 120.6)"

Jacksonville Accolades

- “A staggering 1 in 4 households in Jacksonville proudly host a military member. With NAS JAX, Naval Station Mayport, and Naval Submarine Base Kings Bay, Jacksonville has the third largest military presence in the country.”

- “Jacksonville hosts a multitude of sporting events including the 5th PGA Tour tournament, the PLAYERS Championship, the PGA Tour, the FL/GA football game, the annual TaxSlayer Gator Bowl, and is home to the NFL's Jacksonville Jaguars and MLB minor-league team the Jumbo Shrimp.”

Sports Teams & Events



PGA Tour



THE PLAYERS Championship



TaxSlayer Gator Bowl



NFL Jacksonville Jaguars



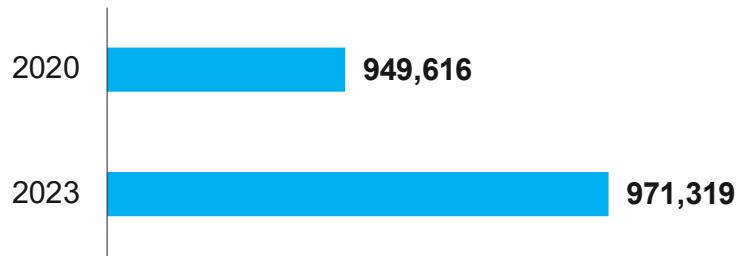
Jumbo Shrimp baseball team



FL/GA Game

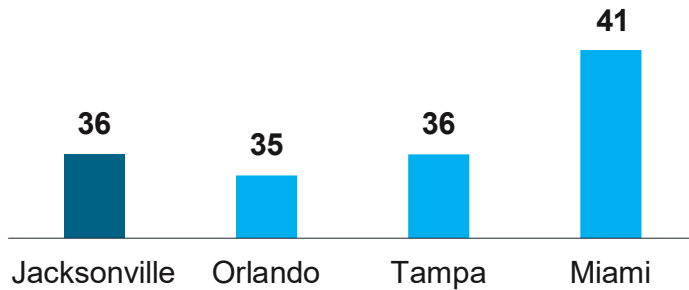
Population

Jacksonville's population has grown **2.3%** since the **2020** census

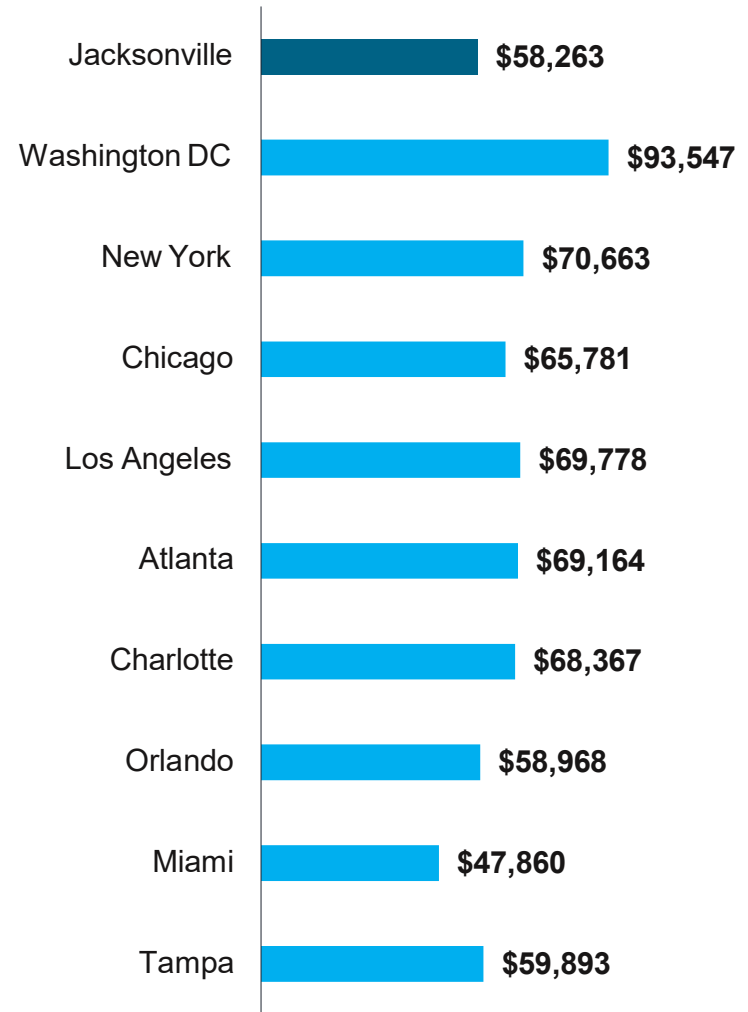


Average Age

Jacksonville is tied for **2nd** place for youngest among the four biggest metros in Florida.

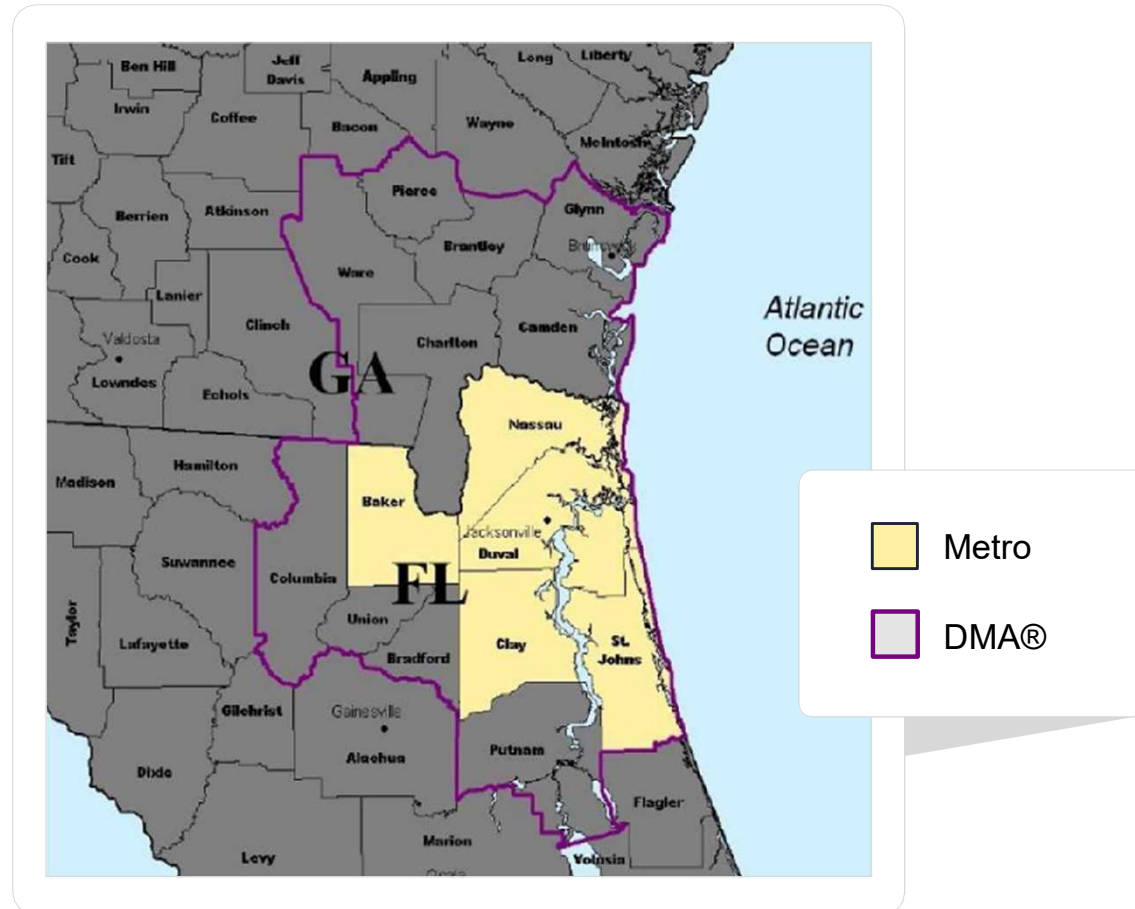


Median Household Income



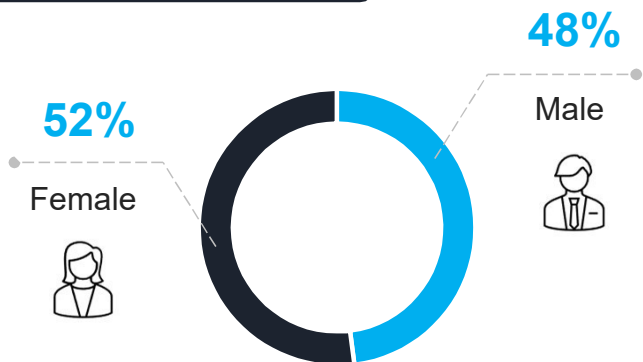
▶ Jacksonville Coverage Jacksonville

Metro Counties Baker | Clay | Duval | Nassau | St. Johns

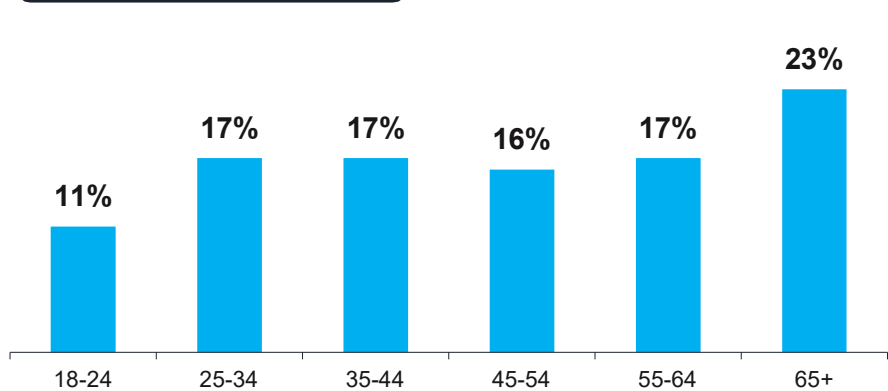


▶ Jacksonville, Florida Demographics:

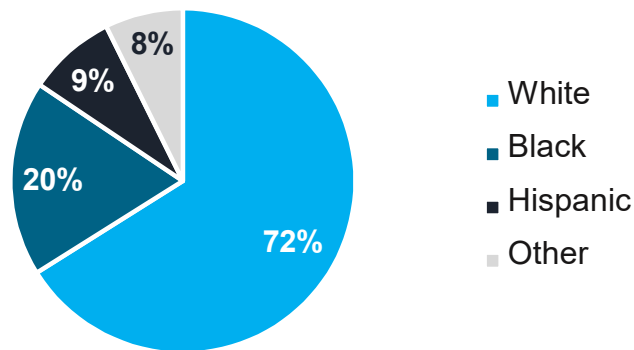
Gender



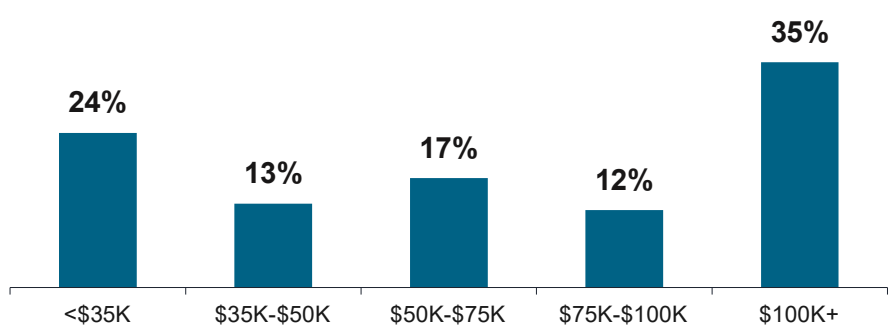
Age



Ethnicity



Household Income



Sourcing: JACKSONVILLE; Scarborough R1 2023: Feb22-Feb23; Metro; A18+; M-Su 6a-12m; % of Target.

► Jacksonville, Florida Demographics:

Employment Status



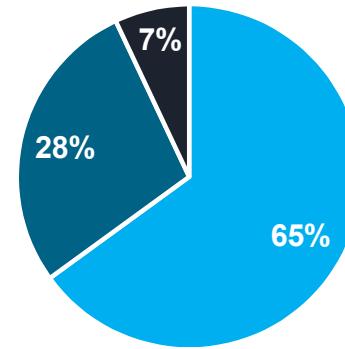
48%

Employed full-time

11%

Employed part-time

Home Ownership



- Own Home
- Rent
- Other

Not Employed



5%

Homemakers



1%

Student



5%

Retired



6%

Disabled



4%

Looking for work, but unemployed



Station:
WAPE-FM

Format:
Top 40

Target Audience:
Women 25-54

Demographics:
58% Female, 42% Male



Station:
WEZI-FM

Format:
Soft AC

Target Audience:
Adults 25-54

Demographics:
52% Female, 48% Male



Station:
WJGL-FM

Format:
Classic Hits

Target Audience:
Adults 25-54

Demographics:
43% Female, 57% Male



Station:
WJGL-HD2

Format:
Urban

Target Audience:
AA Men 18-24

Demographics:
55% Female, 45% Male



Station:
WOKV-FM

Format:
News Talk

Target Audience:
Adults 35-64

Demographics:
44% Female, 56% Male



Station:
WOKV-AM

Format:
Sports Talk

Target Audience:
Men 18+

Demographics:
23% Female, 77% Male



Station:
WOKV-HD2

Format:
Urban AC/R&B

Target Audience:
AA Women 35-64

Demographics:
57% Female, 43% Male



Station:
WXXJ-FM

Format:
Alternative Rock

Target Audience:
Adults 18-34

Demographics:
48% Female, 52% Male

► **Listeners of Cox Media Group Jacksonville spend nearly \$12.9 Billion annually in metro area retail sales.**



\$3.4 Billion at new and used car dealerships



\$1.74 Billion at supermarkets



\$1.5 Billion at restaurants



\$279 Million at home furnishing and furniture stores

▶ Jacksonville Radio Groupings

Cox Media Group			
Call Letters / Station Name	Format	Dial Position	Website
WEZI FM / Easy 102-9	Adult Contemporary	102.9 FM	www.easy1029.com
WOKV-AM / ESPN 690	Sports Talk	690 AM	www.espn690.com
WAPE FM / The Big Ape	CHR	95.1 FM	www.wape.com
WOKV-HD2 / Hot 99-5 (moving signals on 8/31)	Urban AC / R&B	99.5 FM	www.myhot995.com
WJGL-FM / The Eagle 96-9	Classic Hits	96.9 FM	www.969theeagle.com
WXXJ-FM / X 106-5 (moving signals on 8/31)	Adult Alternative Rock	106.5 FM	www.x1065.com
WOKV-FM / 104-5 WOKV	News Talk	104.5 FM	www.wokv.com
WJGL-HD2 / Power 106-1	Urban Contemporary	106.1 FM	www.power1061.com

▶ Jacksonville Radio Groupings

iHeartMedia			
Call Letters / Station Name	Format	Dial Position	Website
WKSL-FM / 97-9 Kiss FM	CHR	97.9 FM	www.979kissfm.iheart.com
WJBT-HD2 FM / Black Information Network	All News	104.1 FM	www.Jacksonville.binnews.com
WKSL-HD3 / Praise 107-9	Gospel	107.9 FM	www.praise1079.com
WSOL-FM HD2 / Rumba 106-9	Spanish Religious	106.9 FM	www.rumba1069.iheart.com
WJBT-FM / 93-3 The Beat	Urban Hip Hop	93.3 FM	www.wjbt.iheart.com
WWJK-FM / Planet 107-3	Active Rock	107.3 FM	www.1073planetradio.iheart.com
WQIK-FM / 99-1 WQIK	Country	99.1 FM	www.wqik.com
WSOL-FM / V101-5	Urban AC / Throwback	101.5 FM	www.V1015.iheart.com
WFXJ-AM & WKSL-HD2 / Accion 930AM/97-3FM	Spanish News Talk	930 AM / 97.3 FM	www.accionjacksonville.iheart.com

Renda Broadcasting			
Call Letters / Station Name	Format	Dial Position	Website
WEJZ-FM / 96-1 WEJZ	Adult Contemporary	96.1 FM	www.wejz.com
WGNE FM / 99-9 Gator Country	Country	99.9 FM	www.999gatorcountry.com

▶ Jacksonville Radio Groupings

Chesapeake-Portsmouth Broadcasting

Call Letters / Station Name	Format	Dial Position	Website
WMUV-FM / The Promise	Contemporary Christian	100.7	www.ilovethepromise.com
WBOB AM&FM / WBOB AM-600 & FM 101.1	News Talk	600 AM / 101.1 FM	www.wbob.com
WSOS FM / 103-9 WSOS	Classic Hits & Local Info	103.9	www.staugustineradio.com

WJCT, Inc.

Call Letters / Station Name	Format	Dial Position	Website
WJCT-FM / WJCT News89-9	News Talk / Public Radio	89-1 FM	www.wjct.org

Seven Bridges Radio

Call Letters / Station Name	Format	Dial Position	Website
WJXL FM / 1010 XL 92-5	Sports Talk	92.5 FM	www.1010xl.com

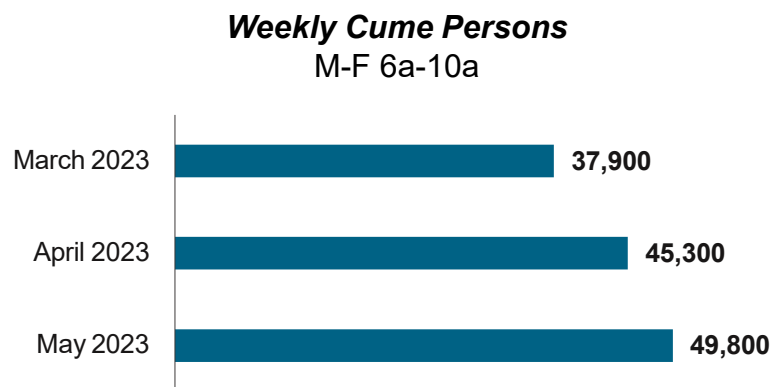
▶ 95.1 WAPE has a new morning show, Dex & Barbie T!

Weekdays, 6am-10am

The Dex and Barbie T show gets you started every weekday morning with lots of energy and laughs. As two vastly different personalities, Dex and Barbie T bring a fresh perspective to discussions on relationships, work, family, and trending topics with a focus on issues that matter to the Jacksonville community. You'll hear celebrity gossip, listener stories, and lively debates as these two keep you informed and entertained.”



**Weekly Listeners of
The Dex and Barbie T Morning Show**



95.1 WAPE was recently nominated for the Marconi award for top CHR station in the country!

Since the show’s debut in March of 2023, The Dex and Barbie T Morning Show has amassed quite a following. In just two months, the duo’s audience grew by **11,900** weekly listeners -- an increase of **31%**!

▶ Easy 102.9 is **CONSISTENTLY** ranked as **one of the TOP STATIONS in Jacksonville!**

For the past four quarters, Easy 102.9 has maintained its spot among the market's **top 3 most listened-to stations**.



Quarter	Weekly Cume (A18+)	AQH
Q2 2023 (April-June)	214,200	4,300
Q1 2023 (January-March)	229,200	4,300
Q4 2022 (October-December)	219,500	3,600
Q3 2022 (July-September)	235,700	4,700

▶ **Toni Foxx** drives listenership for Easy 102.9 during AM drive time!

Weekdays, 6am-10am

Spring numbers show a promising trend for Toni Foxx.



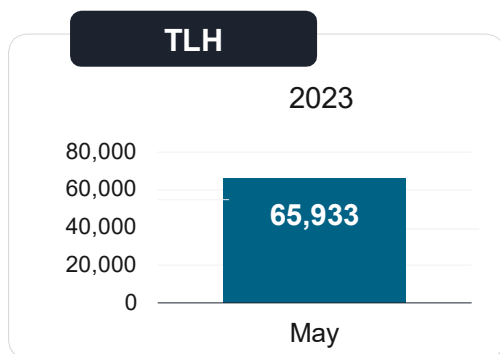
Toni Foxx

Quarter	March 2023	May 2023
Weekly Cume	72,500	76,000
AQH	4,300	4,800
Weekly Cume Rating	5.5	5.8
AQH Rating	0.3	0.4

▶ On August 31, 2023, Hot 99.5 flips signals with X106.5.

Hot 99.5's streaming metrics were looking HOT in May 2023!

Monthly Trends:



Market
Jacksonville
 65,933

Format
Urban
 65,933

Reach African American listeners in Jacksonville.

Jacksonville's metro area is home to 260,781 African American adults, composing 20% of its overall population. This is approximately 8% higher than the national composition, which stands at 12.1% African American.*

Day of week

Weekday of Date	TLH	AS	ATSL (in min)
Monday	11,592	15,528	45
Tuesday	12,549	18,612	40
Wednesday	12,754	19,063	40
Thursday	9,721	16,203	36
Friday	9,337	14,381	39
Saturday	4,722	5,913	48
Sunday	5,258	5,614	56

Day of week

Weekday of Date	TLH
iHeart	50.96%
TuneIn	24.12%
Alexa	11.93%
LDR	7.54%
Radio.com	3.93%
SG Player	1.52%

Metric

TLH	65,933
AS	95,314
ATSL (in min)	42

Devices

Mobiles & Tablets	48.65%
Smart Speakers	27.68%
Desktops & Laptops	11.31%
Other	8.27%
Digital Appliances	4.09%

JACKSONVILLE; Scarborough R1 2023; Feb22-Feb23; Metro; A18+; M-Su 6a-12m; Target Persons; % of Target; | [*https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=3&lvlid=61#:~:text=Overview%20\(Demographics\)%3A%20In%202021,following%20the%20Hispanic%2FLatino%20population.](https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=3&lvlid=61#:~:text=Overview%20(Demographics)%3A%20In%202021,following%20the%20Hispanic%2FLatino%20population.)



Insights by
FuturiTopLine.com

WOKV-HD2 - Black Audience Growth (Duval County)



Duval County is growing — especially its Black population.

Population estimates from the past 13 years tell a compelling story.



The total population of Duval County in 2021 was 999,935, 15.5% up from the 865,653 who lived there in 2010.



The US population growth rate from 2010-2021 was 7.3%, meaning Duval County's growth rate was more than double that of the whole US!



In 2010, 251,479 African Americans lived in Duval County. In 2021, this number was 298,357 — an increase of 46,878.



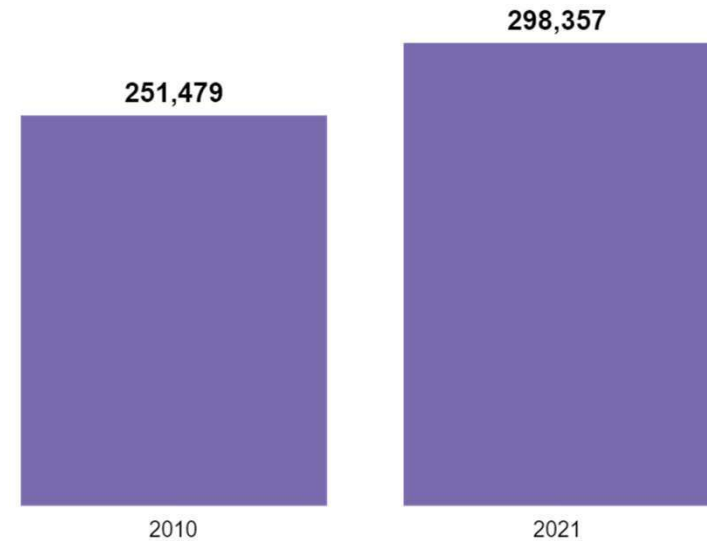
African Americans now account for the second-largest ethnic group in Duval County behind White, non-Hispanic residents.*



31% of Duval's population is African American, according to US Census estimates from July of 2022.**

Black Population of Duval County, 2010-2021

Target Persons



<https://usafacts.org/data/topics/people-society/population-and-demographics/our-changing-population/state/florida/county/duval-county/>; | [*https://datausa.io/profile/geo/duval-county-fl/#demographics](https://datausa.io/profile/geo/duval-county-fl/#demographics); | [**https://worldpopulationreview.com/us-counties/fl/duval-county-population](https://worldpopulationreview.com/us-counties/fl/duval-county-population). Copyright © 2023 Futuri Media LLC, TOPLINE. All Rights Reserved

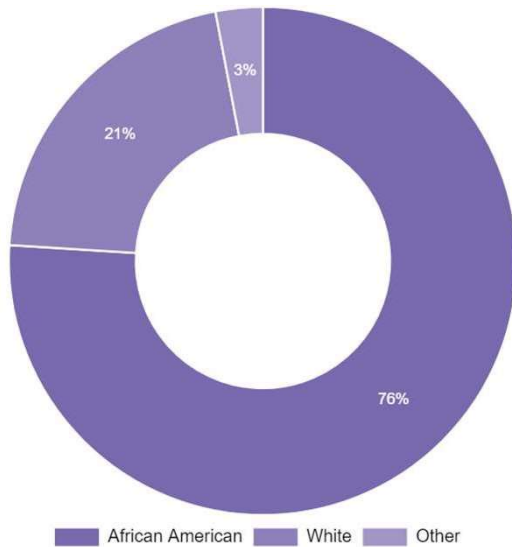
WOKV-HD2 - Black Audience Growth (Duval County)



As Duval County's African American population increases, so does the African American audience of Hot 106.5!

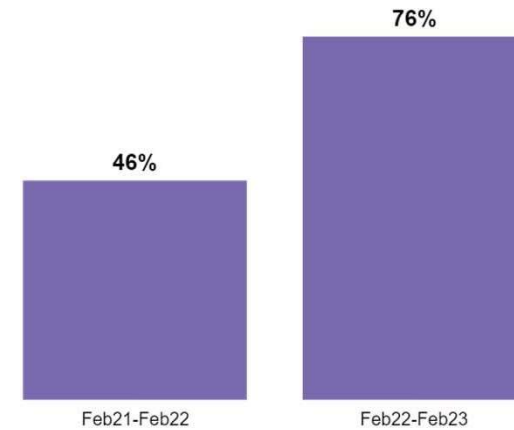
More than 3 in 4 of Hot 106.5's Duval County listeners are African American.

% of Target



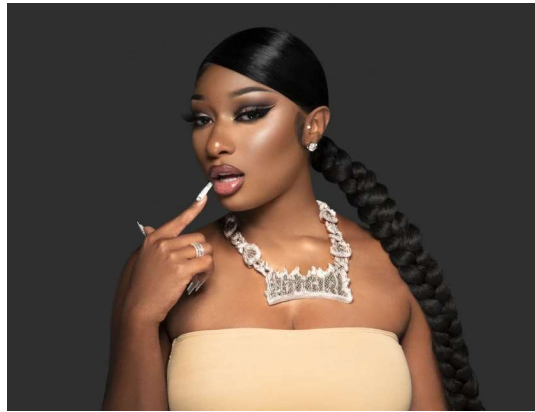
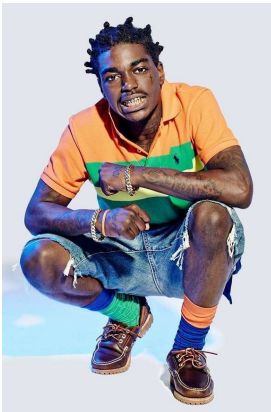
IN THE PAST YEAR ALONE, Hot 106.5's African American listener composition has grown a staggering 30%!

% of Total African American Audience Aged 18+ in Duval County



*From February 2021 – February 2022, **only 46%** of listeners in Duval County were African American. From February 2022 – February 2023, **that number grew to 76%**!*

To reach Duval County's growing African American market, you need Hot 106.5!



“When it comes to the culture most responsible for setting trends—not only in the U.S., but around the world—there is none bigger than hip-hop culture.” –
decryptionmarketing.com

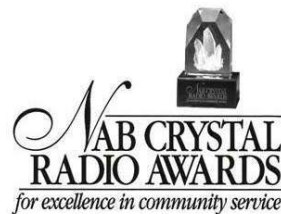


- Listener Profile
- 56% Female/44% Male
- 30% Adults 25-34
- 31% HHI of \$75+
- 92% listen away from home
- 55% Employed Full Time
- 57% went to some college
- 30% are Homeowners

AWARDS AND NOMINATIONS

104.5 WOKV
Jacksonville's News & Talk

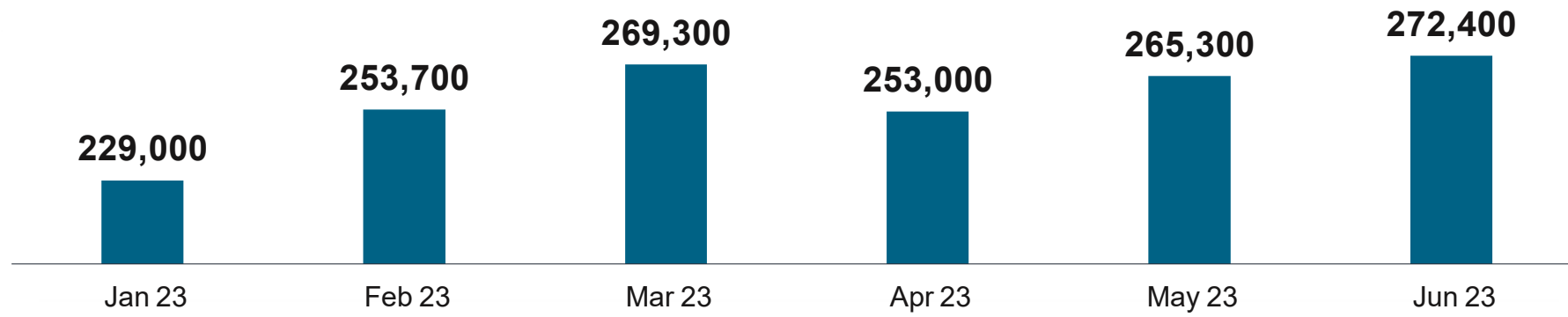
- **Edward R. Murrow Award Finalist for:**
 - Radio/Large Market,
 - Breaking News Coverage (Young Father killed in Jax Beach)
 - Excellence in Innovation (First Alert Weather: Preparing for the Storm)
- **Florida Association of Broadcast Journalist Awards:**
 - Anchor of the Year – Steven Ponson
 - Breaking News for WOKV's coverage of the Tracking of Hurricane Ian
 - Weather Reporting for WOKV News Team



▶ **WJGL 96.9 The Eagle is a MUST-BUY in a city founded on Southern Rock!**

Did you know that **Lynyrd Skynyrd, Limp Bizkit, 39 Special, Yellowcard, Shinedown, Molly Hatchet** and more all have roots in Northeast Florida?

In 2023, 96.9 The Eagle's listenership has remained consistent as a top cuming station in the market!



ESPN
JACKSONVILLE
((690 AM))

The most listened to local radio show on social media!

ESPN 690 offers a variety of ways to listen.

Listen and interact on: **ESPN690AM**, **ESPN690.COM**,
ESPN690 on Facebook, **ASJAX** YouTube, Twitter
@BRENTASJAX, TUNEIN app, iHeart Radio App, and
ASJAX Podcast



ON-AIR WEEKLY REACH: 14,400

STREAMING MONTHLY TOTAL LISTENING HOURS: 5,607

PODCAST MONTHLY E-LISTENS: 14,785

TWITTER MONTHLY: 26,500

YOUTUBE MONTHLY: 4,210

TOTAL WEEKLY: 65,502

Nielsen; | Digital metrics (pulled from each corresponding platform).



WE CARRY THE FOLLOWING GAMES

ESPN
JACKSONVILLE
((690 AM))



X106.5 is Jacksonville's New Alternative. Your station for everything from My Chemical Romance & Machine Gun Kelly to Foo Fighters & Fall Out Boy. X106.5 is the local curator of all the newest trending alt songs in Jax with a fresh playlist every night in Up Next. We're the home of the Next Big Thing and you can consider us as Duval's concert resource for all the shows happening in the 904!

• Listener Profile

- 52% Male/48% Female
- 27% Adults 35-44
- 39% HHI of \$75+
- 34% are Married
- 34% Employed Full Time
- 51% went to some college
- 44% are Homeowners



P1 Listeners will follow us to the new signal

You can't get this music anywhere else in the market.

Tank and Justin have a 10 year relationship with the listeners.



Digital Capabilities from CMG

CMG DIGITAL

Full Capabilities

CMG manages products and audience data solutions that ensure our campaigns reach customers who convert. We deliver clarity, transparency and insights to increase client ROI and drive real business results.

cmgtargeteddisplay

DISPLAY ADS

MOBILE PRECISE

NATIVE ADVERTISING

EMAIL MARKETING

DOOH

cmgtradingdesk

cmgconnectedvideo

STREAMING MEDIA
DEVICES

OTT

PRE-ROLL

OUTSTREAM

VIDEO PRODUCTION



CMG DIGITAL AUDIO

cmgsocial 

FACEBOOK

INSTAGRAM

LINKEDIN

PINTEREST

cmgdata

ANALYTICS

ATTRIBUTION

onresearch

PAID SEARCH

SEARCH ENGINE OPTIMIZATION

LOCATION MANAGEMENT

REPUTATION MANAGEMENT

CONVERSION RATE
OPTIMIZATION

Custom Data Partnerships

PREMIER Google Partner

Marketing Partner

COXdata

CMG Sites & Properties
First Party Data



ORACLE®

DATA CLOUD

Visa, Social & Location Data

salesforce DMP

2nd Party Data

eyeota

Data Marketplace

amazon advertising

Purchase Data

LiveRamp
an axiom company

B2B Data

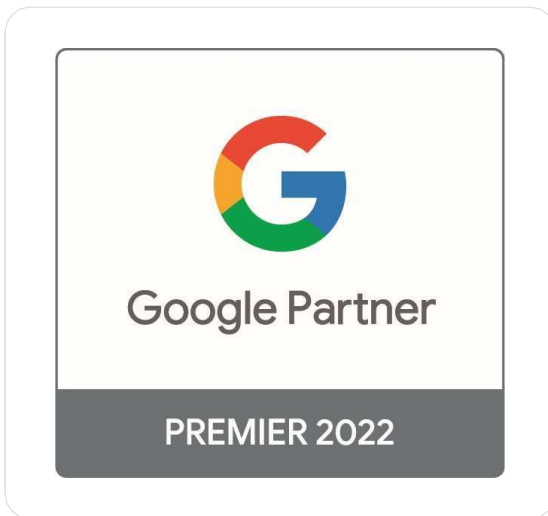
ibotta®

Purchase Data

L2
BETTER DATA
BETTER DECISIONS

Voter Registration Data

▶ OUR PARTNERSHIPS



CMG has been a Google Premier Partner now for 11-years straight.

The Premier Partner tier is reserved for the **top 3%** of participating companies each calendar year* – making it the most exclusive tier of the program.

- ▶ There are over 4,600 Google Partners in the US, and **CMG is one of only 286 Premier Partners in the US** that has been certified in all 5 areas of the Partner program.
- ▶ Google Premier Partners are the top performers which have demonstrated ads skill and expertise, **delivered agency and client revenue growth**, and **sustained and grown their client base**.
- ▶ CMG is among the leading companies recognized by Google that **manage higher spending** and **meet additional certification and performance requirements** beyond the basic Google Partner level.
- ▶ Our **Google Agency Managed Partner** status gives our team and clients 1:1 access to Google experts who make personalized recommendations to optimize campaign success.

▶ OUR PARTNERSHIPS



The Meta Business Partner (Facebook + Instagram) badge is awarded to companies who meet the highest standards of performance and service. If you've got a badge, it tells everyone you're among the best at what you do.

- ▶ Cox Media Group was one of the first broadcast and publishing companies to receive the Facebook Small Business Solution badge and was among the **first 4 partners accepted into the program.**
- ▶ Partner status allows us access to a **dedicated support team** - so our client's campaigns always receive **priority attention.**
- ▶ Meta Business Partner badges are awarded to agencies that meet the **highest technical and service standards set by Facebook.**
- ▶ We have consistently met Facebook's standards of excellence in Facebook marketing and made sure our **staff has gained Facebook's official BluePrint Certification.** This badge allows us to proudly show that we are among the best in the business when it comes to Facebook Advertising.

▶ OUR PARTNERSHIPS



Based on our proven expertise and engagement, CMG has achieved advanced partner status with Amazon.

- ▶ **CMG is one of only six agencies in the United States included in the Amazon local advertising program.**
- ▶ We have earned our advanced partner status by demonstrating **expertise, engaging with Amazon Ads, and delivering results for advertisers.**
- ▶ Our team is **Amazon Certified**, which means we can buy display and OTT advertising directly on the Amazon DSP platform. Other companies have to go through a third party, increasing speed-to-market as well as and expense.
- ▶ We optimize and analyze your campaign via a suite of **full-funnel measurement solutions** offered by Amazon Advertising.
- ▶ Partner status also gives CMG access to a **dedicated Amazon Channel Sales team** to work directly with our clients and analysts to **ensure maximum ROI for our clients.**

RETARGETING CREATES REPETITION + FREQUENCY

- » **Targeted Email:** Email ads are delivered to your ideal audience with our targeted email list
- » **Re-drops to the Opens:** Resend your offer to those who previously opened your ad
- » **Display Targeting:** Extend your reach with banner ad retargeting, available both Pre- and Post-campaign
- » **Facebook Targeting:** Combine your email campaign with Facebook Ads to foster trust and brand recognition with your audience!

The image displays three mobile ad creatives and a desktop ad layout for Filutowski Eye Institute. The mobile ads feature a vibrant sunset background with a person kayaking. The text on the mobile ads includes the Filutowski Eye Institute logo, 'SMILE LASIK VISION CORRECTION', '24-MONTH INTEREST FREE FINANCING* available for qualified patients', and a 'SCHEDULE A FREE CONSULT' button. The desktop ad layout includes the Filutowski Eye Institute logo, a large image of a person kayaking, the title 'Smile Lasik Vision Correction', a descriptive paragraph, a list of benefits (Minimally Invasive, Fast recovery time), a call to action to visit SmileExam.com, a 'SCHEDULE A FREE CONSULTATION TODAY' button, and a list of locations (Lava, Mary, Orlando, Daytona Beach) with social media icons.

Reach your audience Pre- and/or Post- campaign
through Facebook ads



Website: coxmediagroup.com

Phone: 904-482-7128

Email: Traig.Kaszyk@cmg.com