

The Coast Listener

- 70% Female
- 59% 25-54 Years Old
- 75% Work Outside The Home
- 58% Have Children Under 18
- 78% Earn \$50,000+ Annually



www.COAST931.com

The Coast Consumer

Here's How The Listeners Stack Up Against The General Population

- 122% more likely to pursue continuing education
- 121% to have a new baby this year
- 108% more likely to buy a midsize car
- 75% more likely to use mobile banking



- 58% more likely to buy a full size SUV
- 51% more likely to look for a new job
- 43% more likely to buy a house or condo
- 38% more likely to visit a ski resort
- 21% more likely to go camping
- 21% more likely to visit an art museum



WMGX, Maine's Coast 93.1, is Portland's adult hit music station. The station has been recognized year-after-year by the National Association of Broadcasters as one of the best contemporary radio stations in America.

The Coast Morning show featuring Blake & Eva. The show has been voted 2 years in a row as the best radio personality in

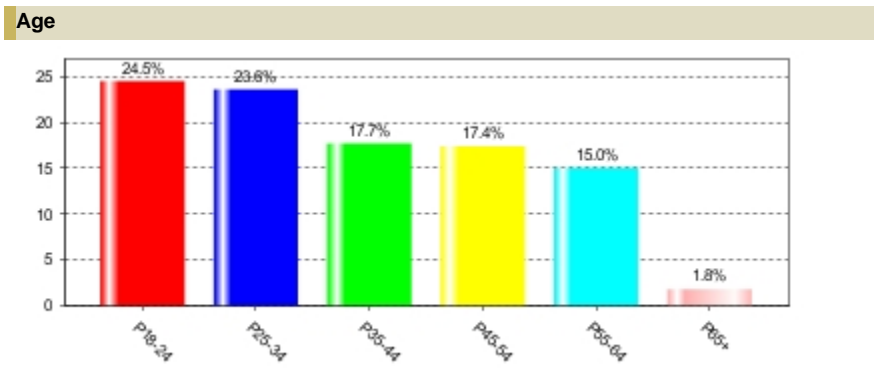
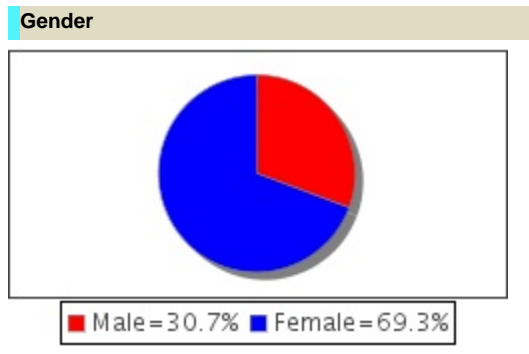
Maine by the readers of both The Portland Phoenix and Down East Magazine.



Instant Qualitative Profile

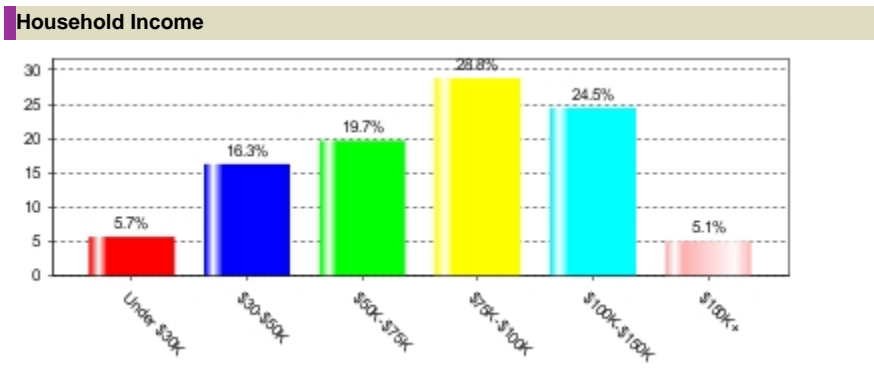


Radio Stations: WMGX-FM
 PORTLAND, ME - Metro
 SCB. MID-TIER SPRING 2016
 Adults 18+



Employment Status

Employed Full-Time	56.6%
Employed Part-Time	18.3%
Temporarily Not Employed	
Full-Time Student	8.3%
Homemaker	8.4%
Retired	4.1%
Other	10.9%



Marital Status

Married	54%
Single (Never Married)	32%
Widowed	0.7%
Living in a Partnered Relationship	6.7%
Separated/Divorced	6.6%

Education

Less Than 12th Grade	High School Graduate or GED	Some College	College Degree or More
3.5%	32.4%	18.2%	31.5%

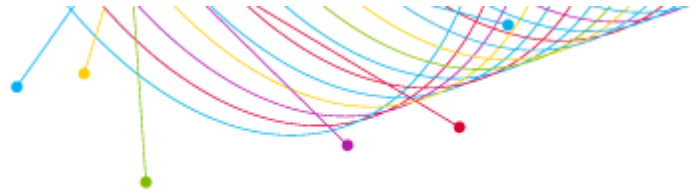
Home Ownership

Own	65.4%
Rent	23.1%
Other	11.5%

Number of Persons in household under 18

None	42.3%
One	29.5%
Two	21.1%
Three or More	7%

Custom Selection



IQP Detailed Sourcing Summary

Market: PORTLAND, ME
Qualitative: SCB. MID-TIER SPRING 2016
Geography: Metro

Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Adults 18+	Radio Stations: WMGX-FM	78,192	74

Additional Notices:

The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here:

http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf