

The WCLZ Listeners

- 44% Men...56% Women
- 63% 25-54 Years Old
- 54% College or Graduate Degree
- 62% Full Time Employed
- 60% Earn \$75,000 or More



www.989wclz.com



The WCLZ Consumers

- 236% more likely to give birth over the next 12 months
- 198% more likely to buy an energy saving appliance over the next 12 months
- 129% more likely to visit a ski resort over the next 12 months
- 106% more likely to visit an art museum over the next 12 months
- 84% more likely to purchase massage services over the next 12 months
- 69% more likely to attend live theatre over the next 12 months
- 41% more likely to visit a museum over the next 12 months
- 50% more likely to apply for a home improvement loan over the next 12 months



Qualitative Research: Nielsen, 2016



WCLZ engages thoughtful listeners who have diverse musical tastes and a heightened social consciousness.

The music is a surprising blend of rock, folk, blues and acoustic. Local musicians are regularly featured throughout the day and on our weekly *Music from 207* program.

As the first and only carbon neutral radio station in Maine, WCLZ is not only a messenger but an investor.

Studio Z is an exclusive intimate concert space for WCLZ listeners and has featured artists such as Graham Nash, Barenaked Ladies, Brandi Carlisle, Michael Franti and Spearhead, Sara Bareillis, John Hiatt, and Fitz and The Tantrums.

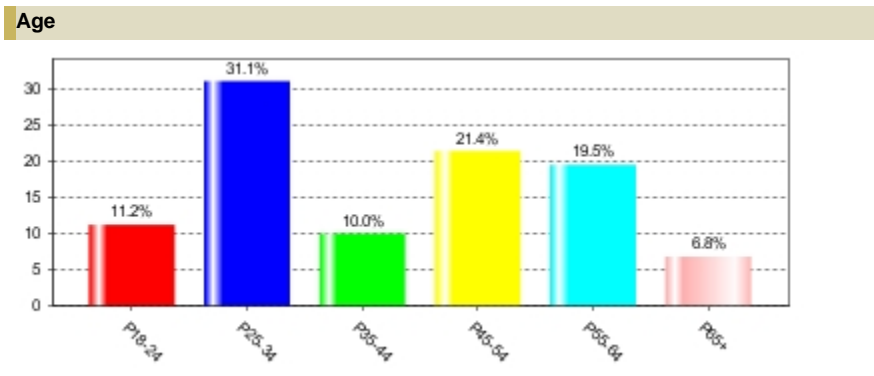
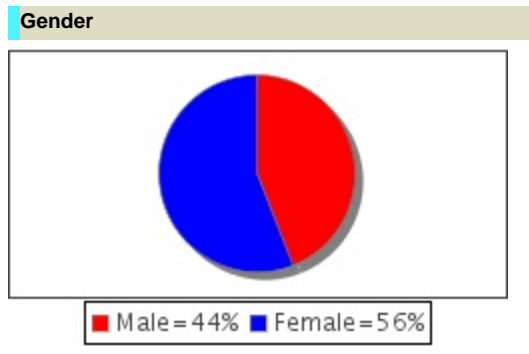


www.PortlandRadioGroup.com ■ 207-774-4561

Instant Qualitative Profile

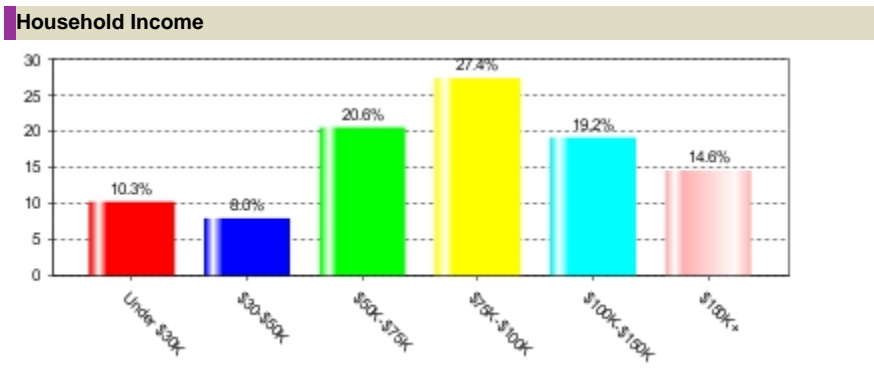


Radio Stations: WCLZ-FM
 PORTLAND, ME - Metro
 SCB. MID-TIER SPRING 2016
 Adults 18+



Employment Status

Employed Full-Time	62.4%
Employed Part-Time	21.7%
Temporarily Not Employed	
Full-Time Student	0%
Homemaker	5.2%
Retired	3.4%
Other	2.7%



Marital Status

Married	47.2%
Single (Never Married)	35.9%
Widowed	0%
Living in a Partnered Relationship	2%
Separated/Divorced	14.8%

Education

Less Than 12th Grade	High School Graduate or GED	Some College	College Degree or More
0%	11.9%	12.4%	53.8%

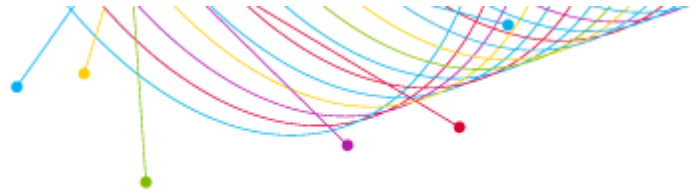
Home Ownership

Own	78%
Rent	11.5%
Other	10.6%

Number of Persons in household under 18

None	59.3%
One	25.8%
Two	13.9%
Three or More	1.1%

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: WCLZ-FM	38,380	50

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