

The WPOR Listener

- 55% Women...45% Men
- 54% 25-54 Years Old
- 60% Homeownership
- 41% Have Children Under 18



The WPOR Consumer

- 123% more likely to have a baby during the next 12 months
- 113% more likely to buy a pick-up truck during the next 12 months
- 110% more likely to buy a new house during the next 12 months
- 63% more likely to play golf
- 50% more likely to get married during the next 12 months
- 47% more likely to buy a recreational vehicle
- 45% more likely to eat in a sit-down restaurant 5-9 times this month
- 33% more likely to belong to a gym or health club

Qualitative Research: Nielsen, 2016



WPOR is Maine's favorite country music station. Listeners tune-in to catch great music from Luke Bryan, Sam Hunt, Zac Brown Band, Carrie Underwood, Florida Georgia Line, and Eric Church.

The **WPOR Morning Crew**, is one of the most entertaining and recognizable radio show in Maine. Jon, Joe, and Courtney provide the right morning mix of humor, news, weather, and country hits to jump start the days of their loyal listeners.

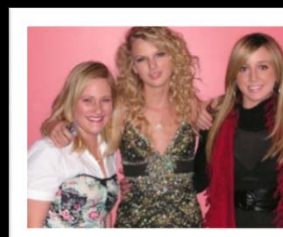


WPOR SIGNATURE EVENTS



WPOR delivers the soundtrack for Portland's annual Old Port Festival. Major country stars perform all day on the WPOR stage.

WPOR brings the biggest names in country to Concert At The Beach, an annual festival to benefit the Salvation Army/



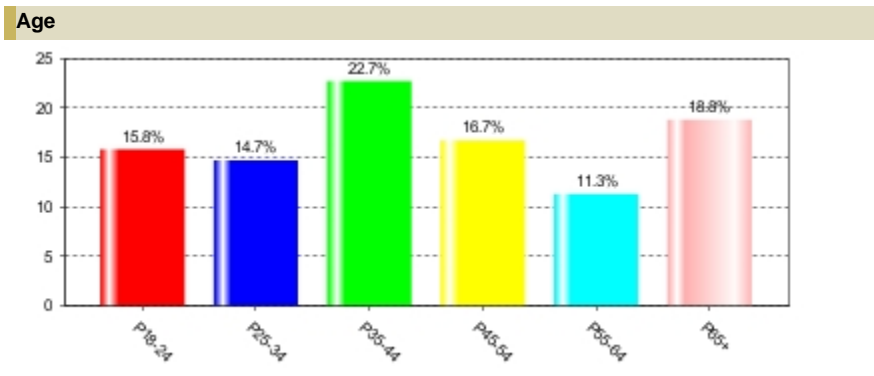
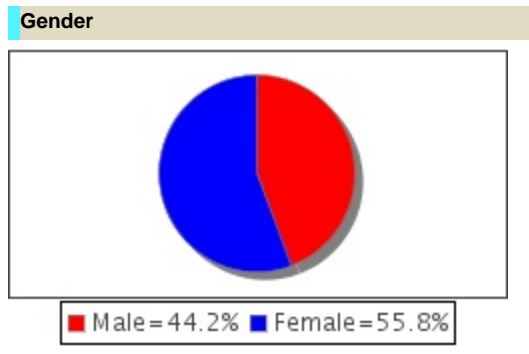
The biggest stars show up at WPOR's Jingle Jam to help make sure every kid in Maine has a gift to open at Christmas.

The Portland Radio Group ■ 207-774-4561
www.PortlandRadioGroup.com

Instant Qualitative Profile

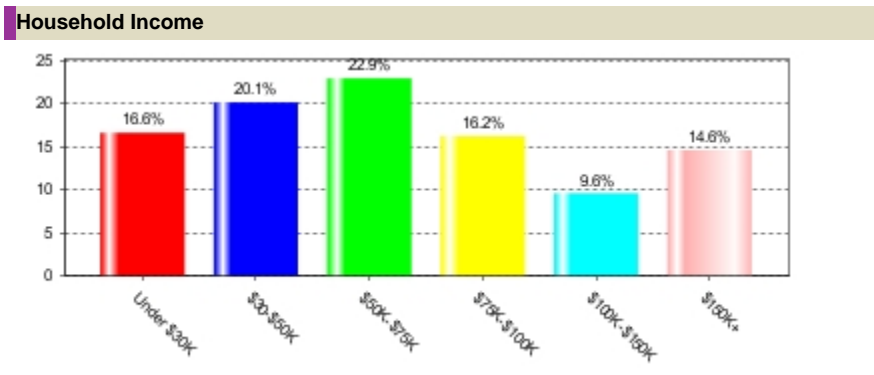


Radio Stations: WPOR-FM
 PORTLAND, ME - Metro
 SCB. MID-TIER SPRING 2016
 Adults 18+



Employment Status

Employed Full-Time	55.5%
Employed Part-Time	7.2%
Temporarily Not Employed	
Full-Time Student	7.1%
Homemaker	6.8%
Retired	16.6%
Other	2.9%



Marital Status

Married	49.8%
Single (Never Married)	34.7%
Widowed	5.5%
Living in a Partnered Relationship	2.6%
Separated/Divorced	7.4%

Education

Less Than 12th Grade	High School Graduate or GED	Some College	College Degree or More
0%	31.2%	37.2%	16.4%

Home Ownership

Own	59.7%
Rent	26.3%
Other	14%

Number of Persons in household under 18

None	59.1%
One	12.8%
Two	19.3%
Three or More	8.8%

Custom Selection