

# The Rewind Listener

- 48.2% Male...51.8% Female
- 58.5% 25-54 Years Old
- 54.7% Work Outside The Home
- 70% Are Empty Nesters
- 52.3% Earn \$75,000+ Annually



[www.Rewind1009.com](http://www.Rewind1009.com)

Amazing Variety of the 70s, 80s & 90s

# The Rewind Consumer

- 201% more likely to buy a motorcycle
  - 68% more likely to attend the symphony/opera
  - 64% more likely to visit a day spa
  - 63% more likely to buy a house or condo
  - 40% more likely to visit a ski resort
  - 42% more likely to play golf
- 
- 38% more likely to dine in a sit-down restaurant times 5-9 times per month
  - 33% more likely to own stock/stock options
  - 32% more likely to buy a second home
  - 28% more likely to participate in fishing
  - 23% more likely to participate in running/jogging

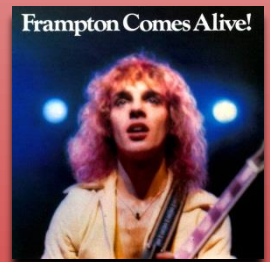
The Portland Radio Group

[www.PortlandRadioGroup.com](http://www.PortlandRadioGroup.com) • 207-774-4561



Amazing Variety of the 70s, 80s & 90s

WYNY-FM is Rewind 100.9. The station plays a wide variety of hit music from the 1970s, 1980s, and 1990s.



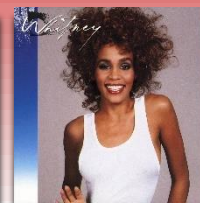
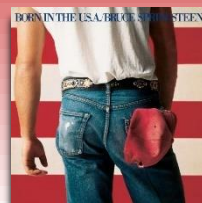
## Amazing Variety



Every weekday morning on Rewind 100.9 begins with Maine radio legend Chuck Igo mixing classic hits, news, weather, and fun.

## The Most Classic Hits

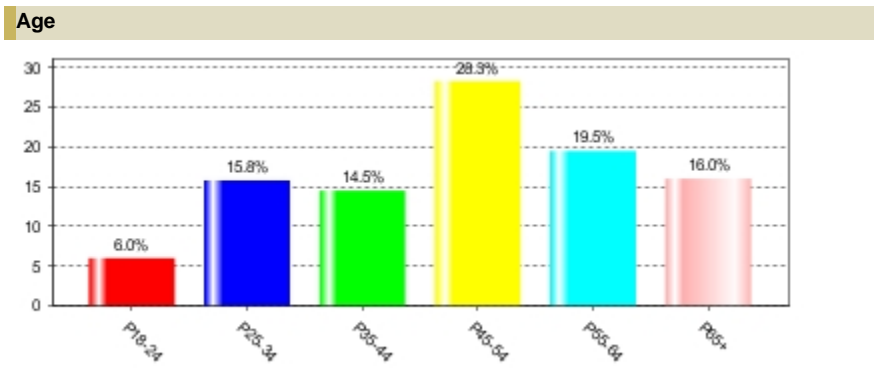
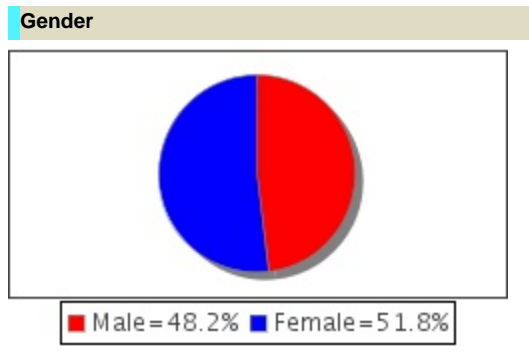
Seven days a week beginning at 9:00am, Rewind 100.9 plays 3 hours of uninterrupted classic hits... no commercials, just music



# Instant Qualitative Profile

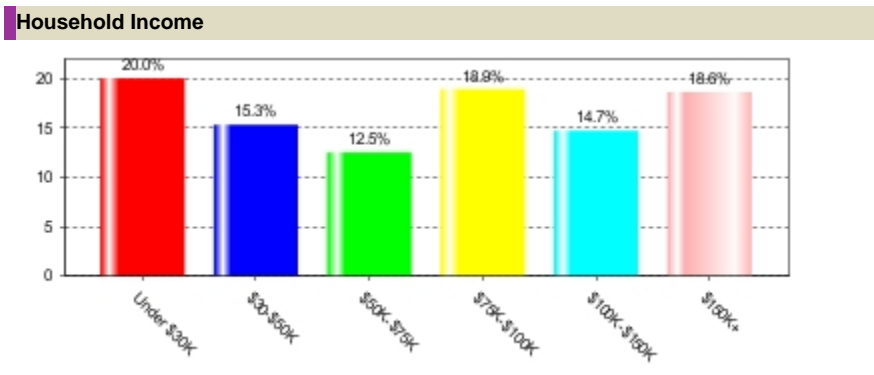


Radio Stations: WYNZ-FM  
 PORTLAND, ME - Metro  
 SCB. MID-TIER SPRING 2016  
 Adults 18+



### Employment Status

Employed Full-Time	44%
Employed Part-Time	10.7%
<b>Temporarily Not Employed</b>	
Full-Time Student	2.6%
Homemaker	4.8%
Retired	20.3%
Other	16.2%



### Marital Status

Married	49.2%
Single (Never Married)	22.7%
Widowed	2.8%
Living in a Partnered Relationship	13.1%
Separated/Divorced	12.1%

### Education

Less Than 12th Grade	High School Graduate or GED	Some College	College Degree or More
8.2%	34.3%	9.4%	31.5%

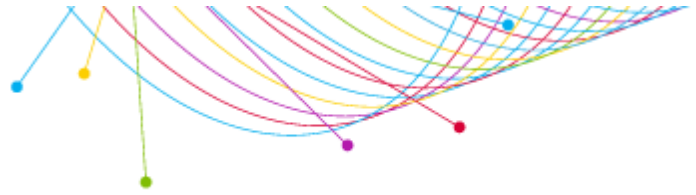
### Home Ownership

Own	65.5%
Rent	24.6%
Other	9.9%

### Number of Persons in household under 18

None	70%
One	8.4%
Two	16.5%
Three or More	5.1%

### 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: WYNZ-FM	52,952	70

**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](http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf)