

The ESPN Portland Listener

- 80% Men
- 76%.5% 18-54 Years Old
- 79% Work Outside The Home
- 39% Have Children At Home
- 80% Earn \$50,000+ Per Year



www.ESPNportland.com

The ESPN Portland Consumer

- 281% more likely to buy a luxury vehicle
- 146% more likely to buy a new house or condo
- 132% more likely to visit a ski resort
- 113% more likely to play golf
- 109% more likely to buy a motorcycle
- 78% more likely to visit a casino
- 74% more likely to dine in a sit-down restaurant times 10 or more times per month
- 54% more to be a small business owner
- 50% more likely to win a boat
- 35% more likely to buy mutual funds
- 32% more likely go fishing
- 29% more likely to look for a new job



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



Portland's Home For  And 



Instant Qualitative Profile

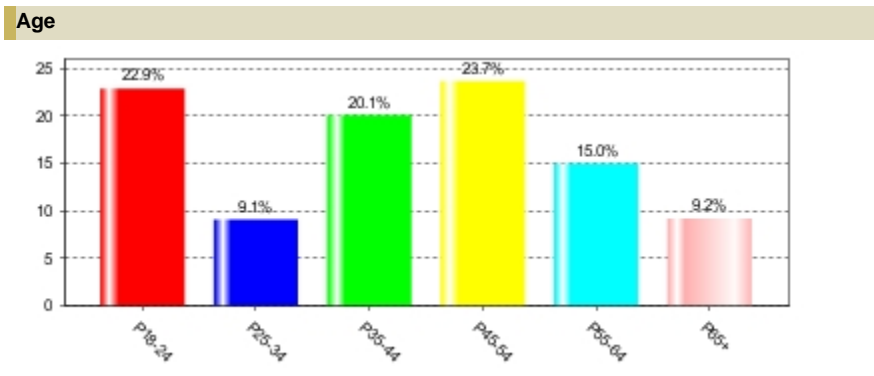
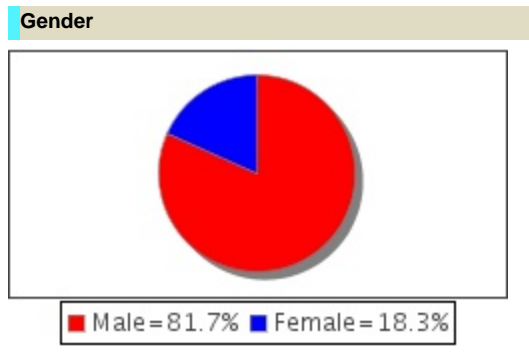


Radio format profiles (M-S 6am-Mid cume): All Sports

PORTLAND, ME - Metro

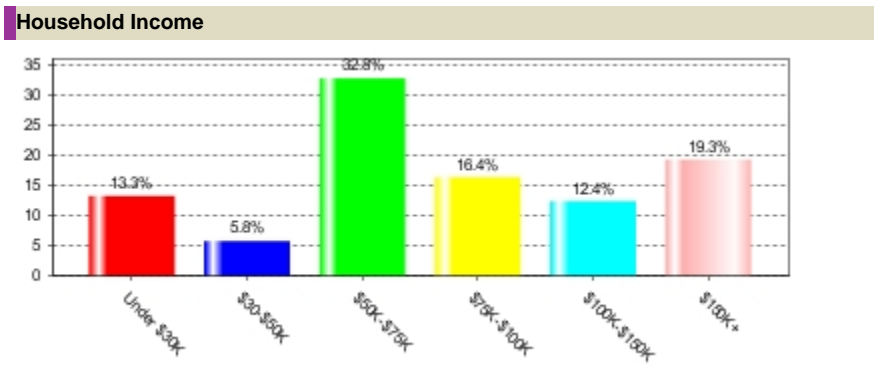
SCB. MID-TIER SPRING 2016

Adults 18+



Employment Status

Employed Full-Time	60%
Employed Part-Time	18.9%
Temporarily Not Employed	
Full-Time Student	15.6%
Homemaker	0%
Retired	10.1%
Other	0%



Marital Status

Married	62.4%
Single (Never Married)	29.7%
Widowed	1%
Living in a Partnered Relationship	2.9%
Separated/Divorced	4%

Education

Less Than 12th Grade	High School Graduate or GED	Some College	College Degree or More
1.2%	28.2%	24.7%	36.5%

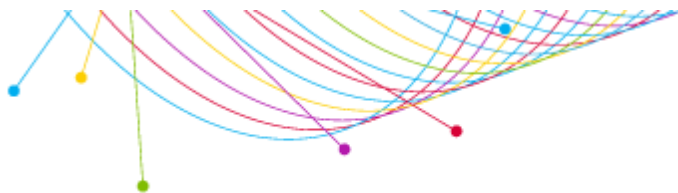
Home Ownership

Own	87%
Rent	9.4%
Other	3.6%

Number of Persons in household under 18

None	61.4%
One	7.9%
Two	24.9%
Three or More	5.8%

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 format profiles (M-S 6am-Mid cume): All Sports	55,690	60

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