

All-Sports Station Listeners



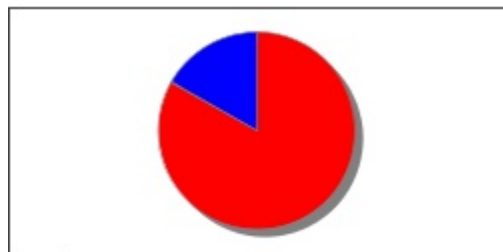
Radio format profiles (M-S 6am-Mid cume): All Sports

PORTLAND, ME - Metro

SCB. MID-TIER SPRING 2018

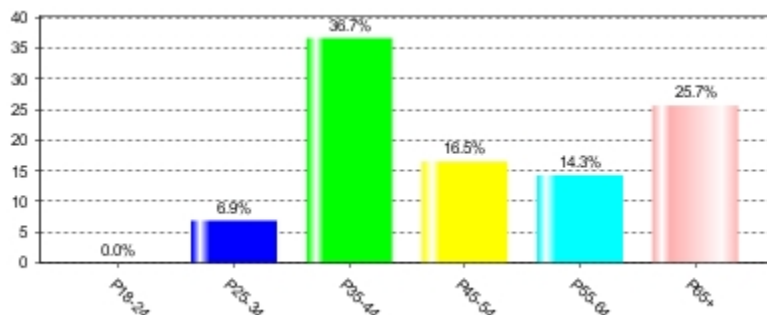
Adults 18+

Gender



Male = 83.3% Female = 16.7%

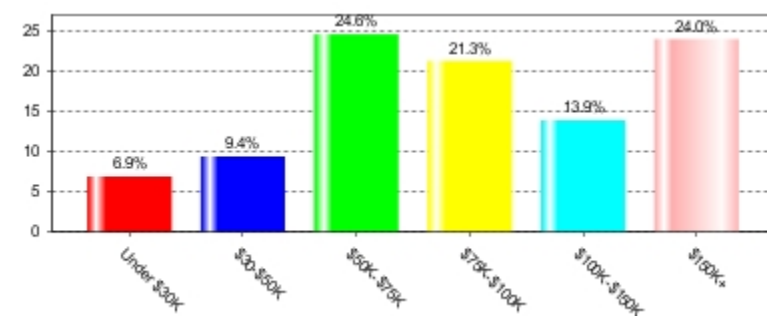
Age



Employment Status

| | |
|---------------------------------|-------|
| Employed Full-Time | 64.8% |
| Employed Part-Time | 10.7% |
| Temporarily Not Employed | |
| A Homemaker | 6.1% |
| A Student | 0% |
| Retired | 15.4% |
| Disabled | 2.2% |
| Temporarily Laid-Off | 0% |
| Not Employed-Looking For Work | 0% |
| Other | 0.8% |

Household Income



Marital Status

| | |
|------------------------|-------|
| Married | 66.1% |
| Single (Never Married) | 12.5% |
| Widowed | 2.1% |
| Divorced | 12.2% |
| Separated | 7.1% |

Education



| Education Level | Percentage |
|-----------------------------|------------|
| Less Than 12th Grade | 3.5% |
| High School Graduate or GED | 38.4% |
| Some College | 25.4% |
| College Degree or More | 32.7% |

Home Ownership

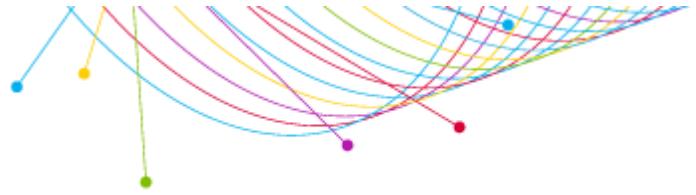
| | |
|-------|-------|
| Own | 86.5% |
| Rent | 11.7% |
| Other | 1.7% |

Number of Persons in household under 18

| | |
|---------------|-------|
| None | 45.4% |
| One | 14.9% |
| Two | 30% |
| Three or More | 9.7% |

Custom Selection





IQP Detailed Sourcing Summary

Market: PORTLAND, ME
Qualitative: SCB. MID-TIER SPRING 2018
Geography: Metro

Qualitative Demo/Intab/Population:

| Age/Gender | Qualitative | Population | Intab |
|------------|--|------------|-------|
| Adults 18+ | Radio format profiles (M-S 6am-Mid cume): All Sports | 48,864 | 58 |

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