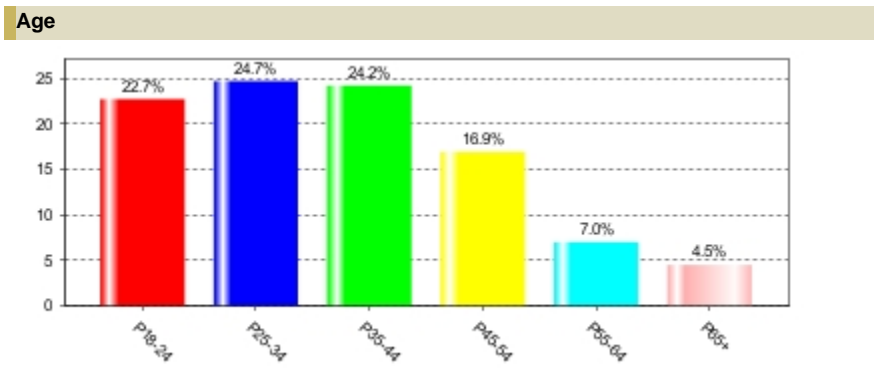
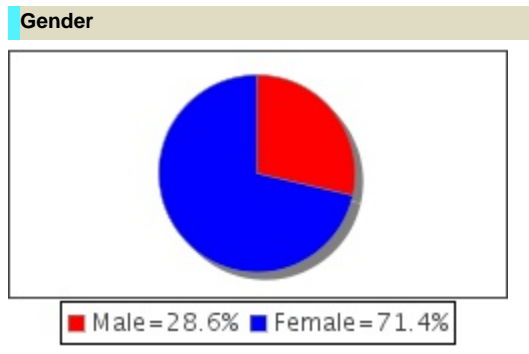


Coast 93.1 (WMGX) Listeners

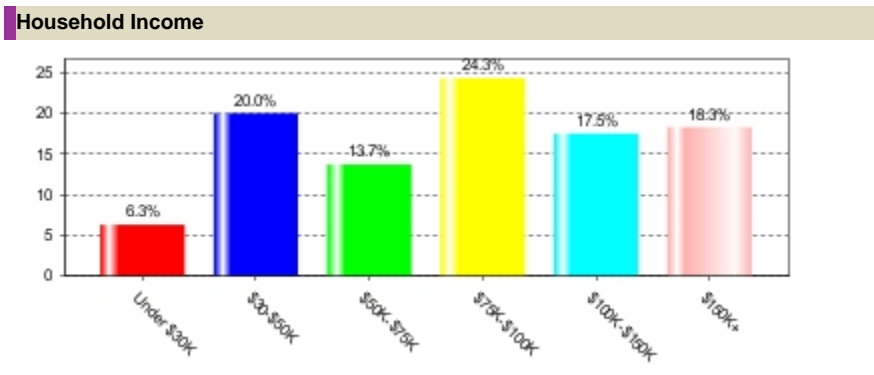


Radio Stations: WMGX-FM
 PORTLAND, ME - Metro
 SCB. MID-TIER SPRING 2018
 Adults 18+



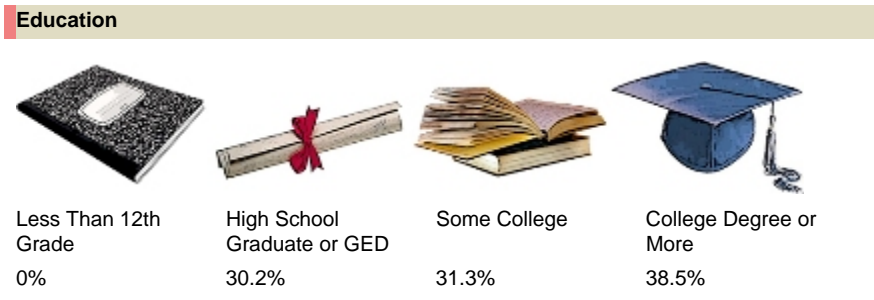
Employment Status

Employed Full-Time	57%
Employed Part-Time	26.4%
Temporarily Not Employed	
A Homemaker	8.3%
A Student	2.7%
Retired	4.2%
Disabled	0.3%
Temporarily Laid-Off	1.1%
Not Employed-Looking For Work	0%
Other	0%



Marital Status

Married	50.1%
Single (Never Married)	38%
Widowed	0.2%
Divorced	11.7%
Separated	0%



Home Ownership

Own	63.9%
Rent	22.8%
Other	13.3%

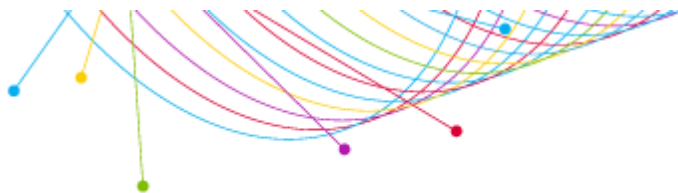
Number of Persons in household under 18

None	52.3%
One	21.9%
Two	14.2%
Three or More	11.7%

Custom Selection

Qualitative Population: 78,710. Qualitative Respondents: 82. Estimates displayed are for % Composition.





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 Stations: WMGX-FM	78,710	82

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