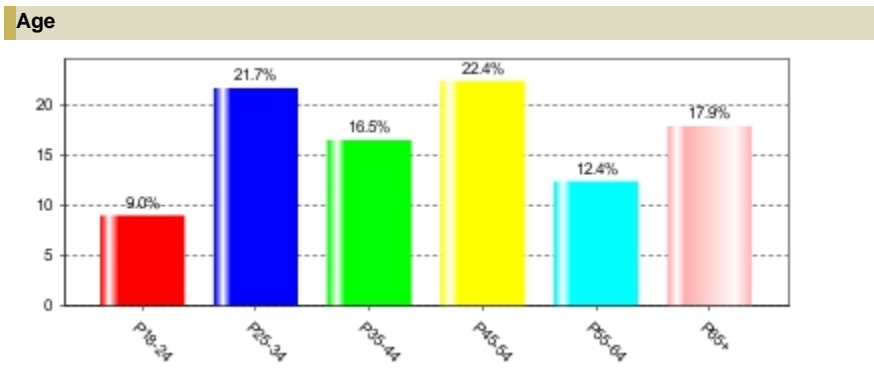
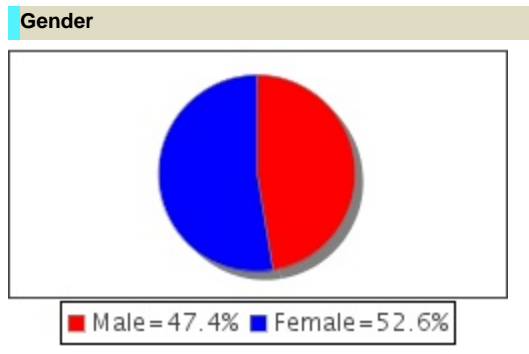


# WPOR Listeners

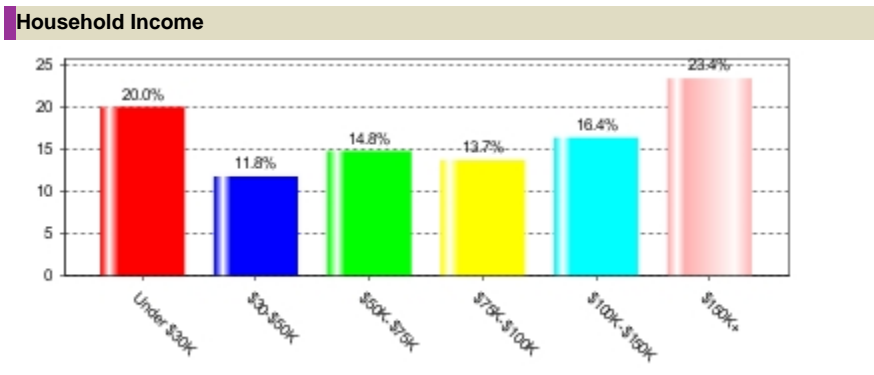


Radio Stations: WPOR-FM  
 PORTLAND, ME - Metro  
 SCB. MID-TIER SPRING 2018  
 Adults 18+



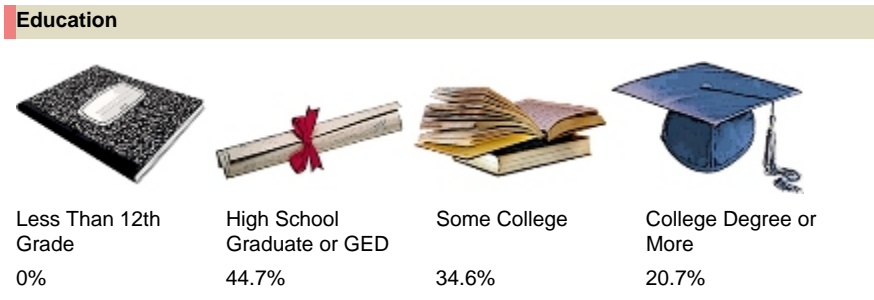
### Employment Status

Employed Full-Time	64.6%
Employed Part-Time	10%
<b>Temporarily Not Employed</b>	
A Homemaker	2.1%
A Student	4.9%
Retired	14.9%
Disabled	4.2%
Temporarily Laid-Off	0%
Not Employed-Looking For Work	1.5%
Other	0.5%



### Marital Status

Married	62.9%
Single (Never Married)	19.2%
Widowed	8.6%
Divorced	9.4%
Separated	0%



### Home Ownership

Own	73.8%
Rent	15.7%
Other	10.5%

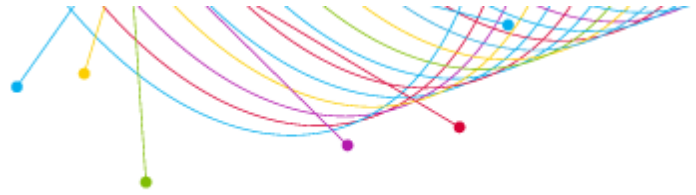
### Number of Persons in household under 18

None	56.6%
One	13.7%
Two	26.7%
Three or More	3%



Qualitative Population: 75,418. Qualitative Respondents: 81. 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: WPOR-FM	75,418	81

### 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)