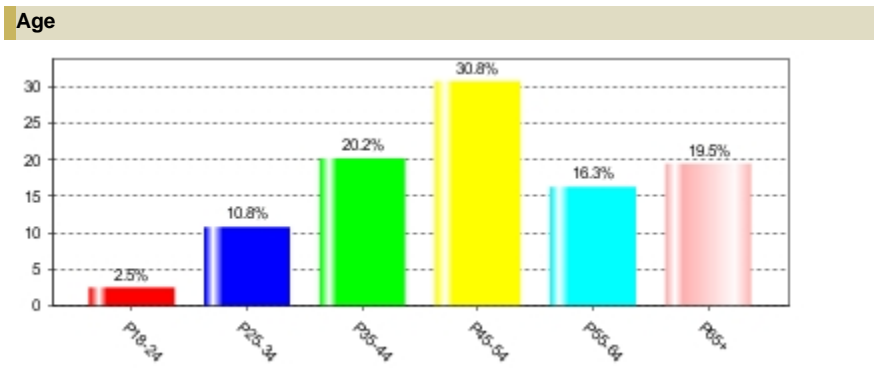
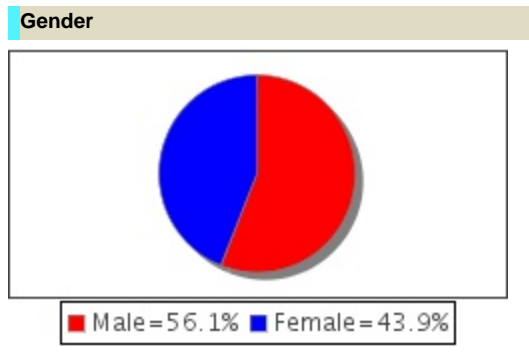


# Rewind 100.9 (WYNZ) Listeners

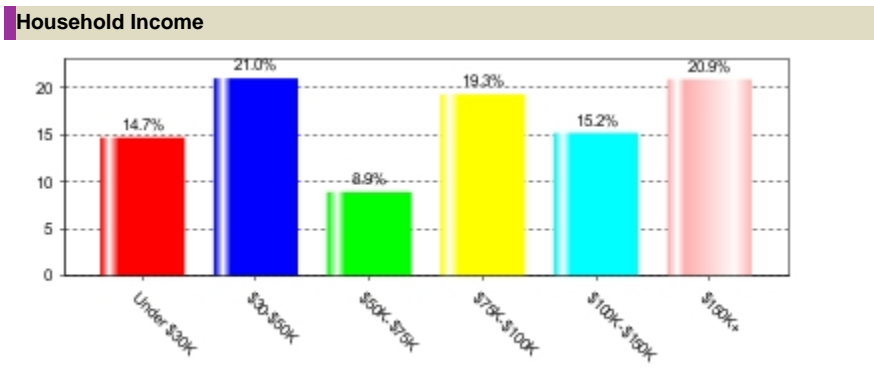


Radio Stations: WYNZ-FM  
 PORTLAND, ME - Metro  
 SCB. MID-TIER SPRING 2018  
 Adults 18+



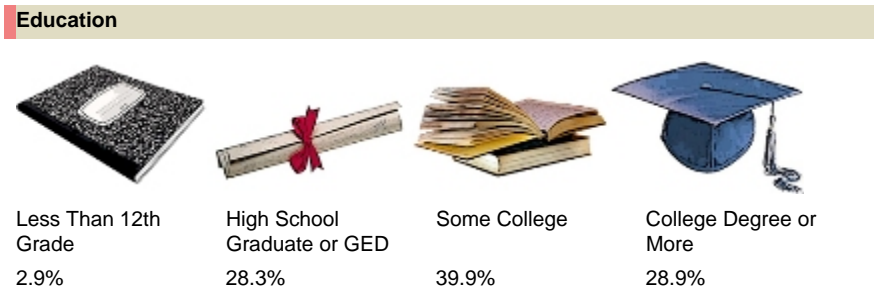
### Employment Status

Employed Full-Time	55.2%
Employed Part-Time	22.7%
<b>Temporarily Not Employed</b>	
A Homemaker	2.6%
A Student	0%
Retired	15.4%
Disabled	1.6%
Temporarily Laid-Off	0%
Not Employed-Looking For Work	2.5%
Other	0%



### Marital Status

Married	69.3%
Single (Never Married)	14.3%
Widowed	2.3%
Divorced	14.1%
Separated	0%



### Home Ownership

Own	81.3%
Rent	16.2%
Other	2.5%

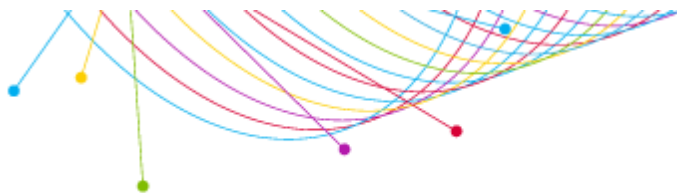
### Number of Persons in household under 18

None	55.2%
One	18.5%
Two	19.5%
Three or More	6.8%



Qualitative Population: 50,598. Qualitative Respondents: 65. 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: WYNZ-FM	50,598	65

### **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)