

Instant Qualitative Profile



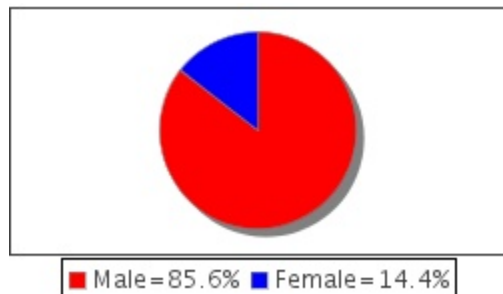
Radio Stations: WKJG-AM

FT. WAYNE - Metro

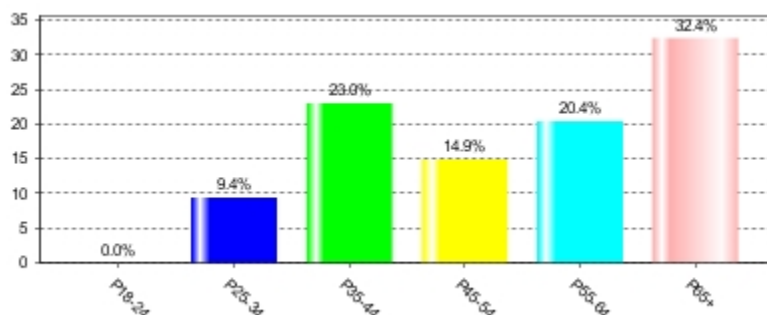
SCB. MID-TIER FALL 2022/SPRING 2023

Adults 18+

Gender



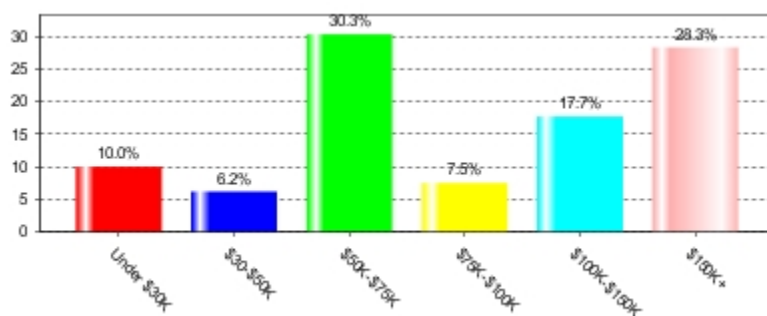
Age



Employment Status

Employed Full-Time	67.7%
Employed Part-Time	6.8%
Temporarily Not Employed	
A Homemaker	1.8%
A Student	0%
Retired	20.8%
Disabled	2.8%
Temporarily Laid-Off	0%
Not Employed-Looking For Work	2.4%
Other	0%

Household Income



Marital Status

Married	80.9%
Single (Never Married)	4.9%
Widowed	2.3%
Divorced	11.4%
Separated	0.5%

Education



Home Ownership

Own	89.1%
Rent	10.9%
Other	0%

Number of Persons in household under 18

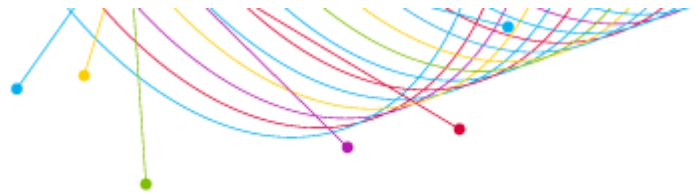
None	76.4%
One	15.2%
Two	0%
Three or More	8.4%

Custom Selection





AN UNCOMMON SENSE OF THE CONSUMER™



IQP Detailed Sourcing Summary

Market: FT. WAYNE
Qualitative: SCB. MID-TIER FALL 2022/SPRING 2023
Geography: Metro

Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Adults 18+	Radio Stations: WKJG-AM	11,686	64

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

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