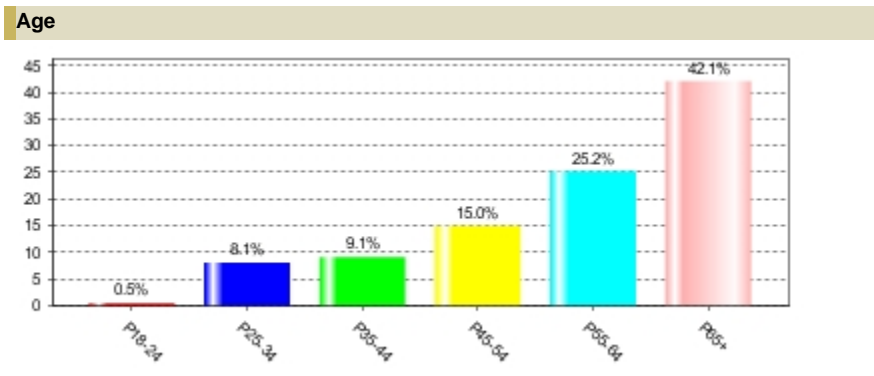
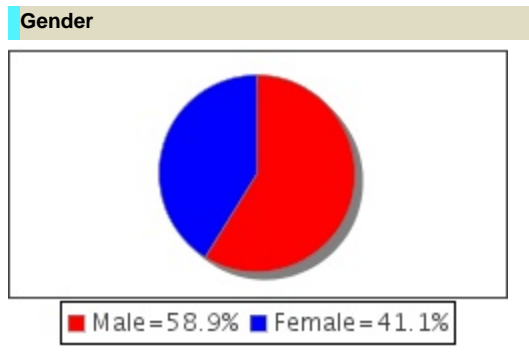


Instant Qualitative Profile

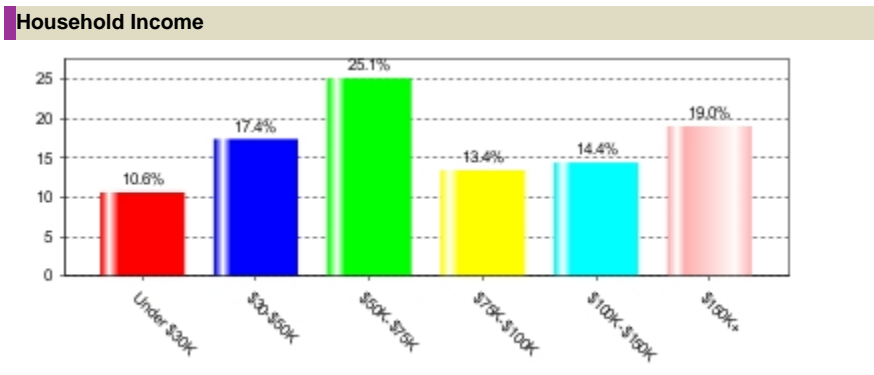


Radio Stations: WOWO-AM
 FT. WAYNE - Metro
 SCB. MID-TIER FALL 2022/SPRING 2023
 Adults 18+



Employment Status

Employed Full-Time	48.6%
Employed Part-Time	12.4%
Temporarily Not Employed	
A Homemaker	2.2%
A Student	0%
Retired	33.5%
Disabled	3.5%
Temporarily Laid-Off	0%
Not Employed-Looking For Work	1%
Other	1.2%



Marital Status

Married	72.2%
Single (Never Married)	4.7%
Widowed	8.9%
Divorced	14%
Separated	0.2%

Education

Education Level	Percentage
Less Than 12th Grade	2%
High School Graduate or GED	35.6%
Some College	30.8%
College Degree or More	31.6%

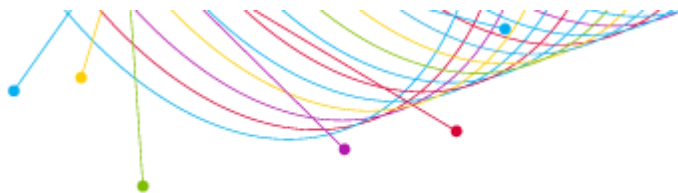
Home Ownership

Own	90.1%
Rent	9.2%
Other	0.7%

Number of Persons in household under 18

None	72.3%
One	12.8%
Two	7.8%
Three or More	7.1%





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: WOWO-AM	38,197	249

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