

Instant Qualitative Profile



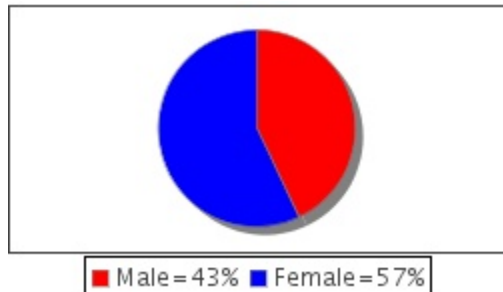
Radio Stations: WQHK-FM

FT. WAYNE - Metro

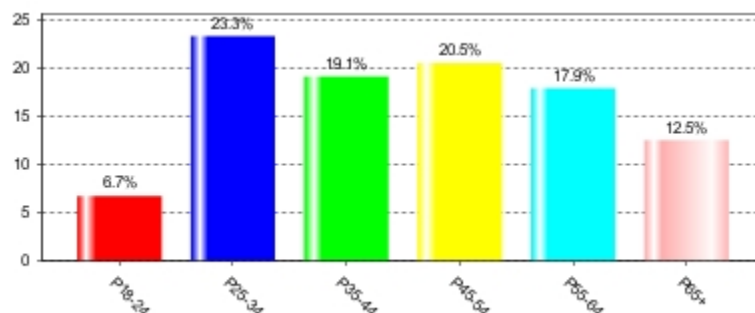
SCB. MID-TIER FALL 2022/SPRING 2023

Adults 18+

Gender



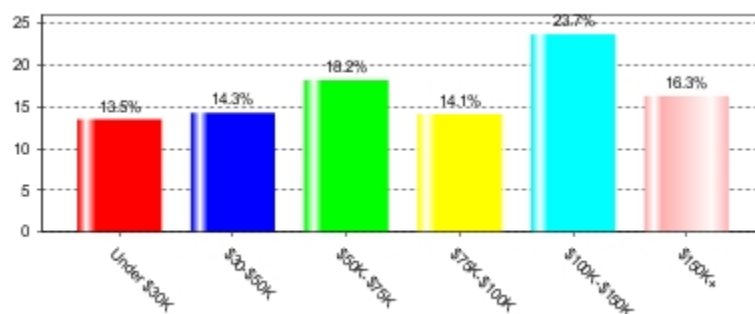
Age



Employment Status

Employed Full-Time	59.7%
Employed Part-Time	16.9%
Temporarily Not Employed	
A Homemaker	4.7%
A Student	0.3%
Retired	10.4%
Disabled	5.6%
Temporarily Laid-Off	0.3%
Not Employed-Looking For Work	1.8%
Other	1.3%

Household Income



Marital Status

Married	69.5%
Single (Never Married)	14.4%
Widowed	3.7%
Divorced	12.4%
Separated	0%

Education

Less Than 12th Grade	High School Graduate or GED	Some College	College Degree or More
2.4%	41%	35.3%	21.4%

Home Ownership

Own	83.7%
Rent	12.8%
Other	3.5%

Number of Persons in household under 18

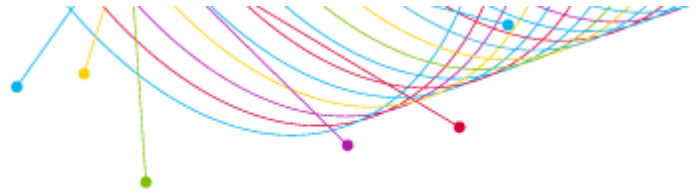
None	54.4%
One	15.4%
Two	17.3%
Three or More	12.9%

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: WQHK-FM	62,622	262

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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