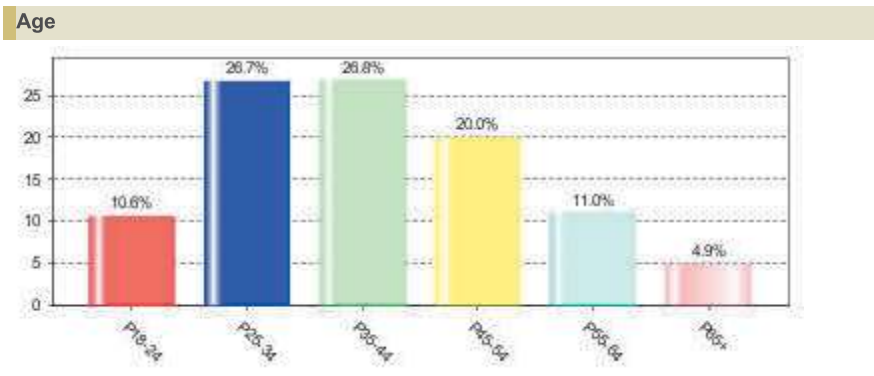
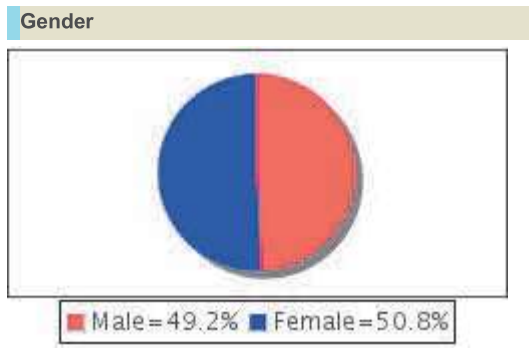


Instant Qualitative Profile

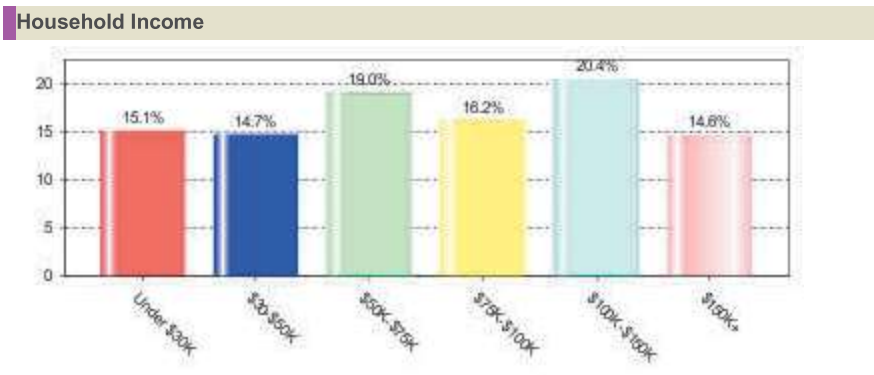


Radio Stations: WBYR-FM
 FT. WAYNE - Metro
 SCB. MID-TIER SPRING 2023/FALL 2023
 Adults 18+



Employment Status

Employed Full-Time	60.9%
Employed Part-Time	15.3%
Temporarily Not Employed	
A Homemaker	7.4%
A Student	1.1%
Retired	5.4%
Disabled	6.5%
Temporarily Laid-Off	0%
Not Employed-Looking For Work	3.2%
Other	0.2%



Marital Status

Married	57.8%
Single (Never Married)	26.2%
Widowed	2.5%
Divorced	12.7%
Separated	0.8%

Education

Education Level	Percentage
Less Than 12th Grade	4.5%
High School Graduate or GED	39.2%
Some College	36.1%
College Degree or More	20.3%

Home Ownership

Own	71%
Rent	20.9%
Other	8.1%

Number of Persons in household under 18

None	46.3%
One	20%
Two	18.3%
Three or More	15.4%



Qualitative Population: 62,243. Qualitative Respondents: 218. Estimates displayed are for % Composition.



IQP Detailed Sourcing Summary

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

Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Adults 18+	Radio Stations: WBYR-FM	62,243	218

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