

Instant Qualitative Profile



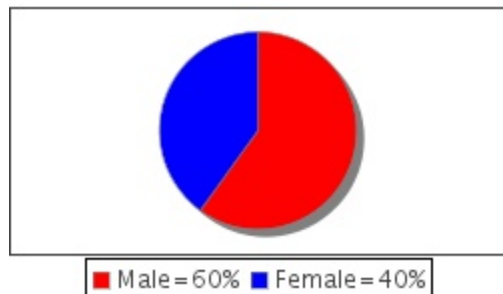
Radio Stations: WBYR-FM

FT. WAYNE - Metro

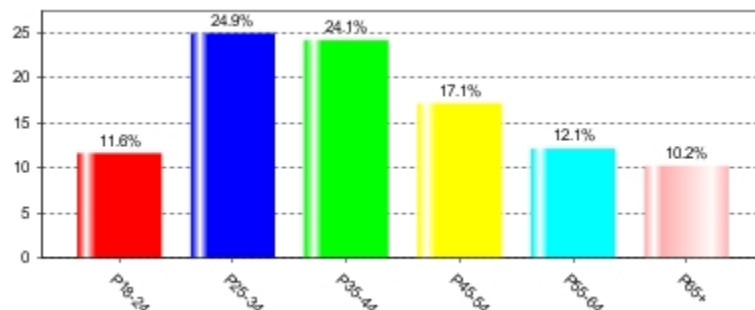
SCB. MID-TIER 2024-MAY/2025-MAY

Adults 18+

Gender



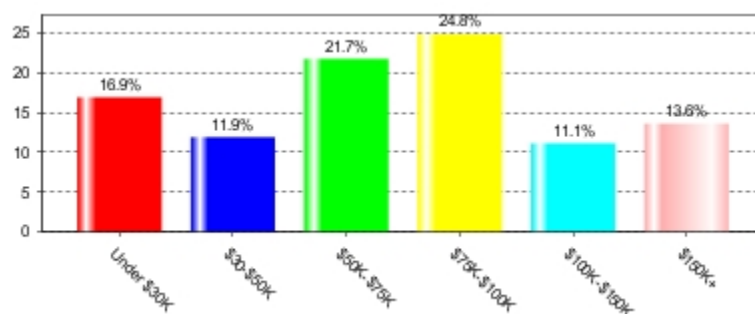
Age



Employment Status

Employed Full-Time	62.1%
Employed Part-Time	12.1%
Temporarily Not Employed	
A Homemaker	3.2%
A Student	0.3%
Retired	6.9%
Disabled	10.8%
Temporarily Laid-Off	1.1%
Not Employed-Looking For Work	3.1%
Other	0.4%

Household Income



Marital Status

Married	47.9%
Single (Never Married)	36.5%
Widowed	2.5%
Divorced	12.9%
Separated	0.1%

Education

Less Than 12th Grade	High School Graduate or GED	Some College	College Degree or More
5.5%	48.6%	28.2%	17.7%

Home Ownership

Own	62.8%
Rent	31.1%
Other	6.1%

Number of Persons in household under 18

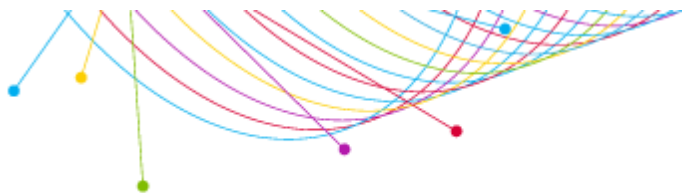
None	66.4%
One	6.9%
Two	14.8%
Three or More	12%

Custom Selection





AN UNCOMMON SENSE OF THE CONSUMER™



IQP Detailed Sourcing Summary

Market: FT. WAYNE
Qualitative: SCB. MID-TIER 2024-MAY/2025-MAY
Geography: Metro

Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Adults 18+	Radio Stations: WBYR-FM	48,641	179

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