

Instant Qualitative Profile



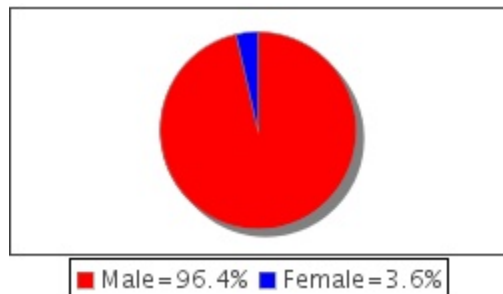
Radio Stations: WKJG-AM

FT. WAYNE - Metro

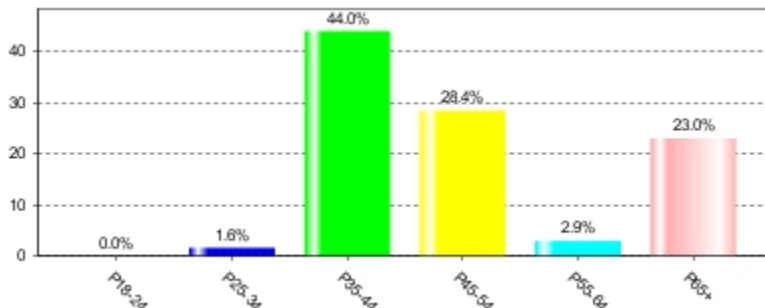
SCB. MID-TIER 2024-MAY/2025-MAY

Adults 18+

Gender



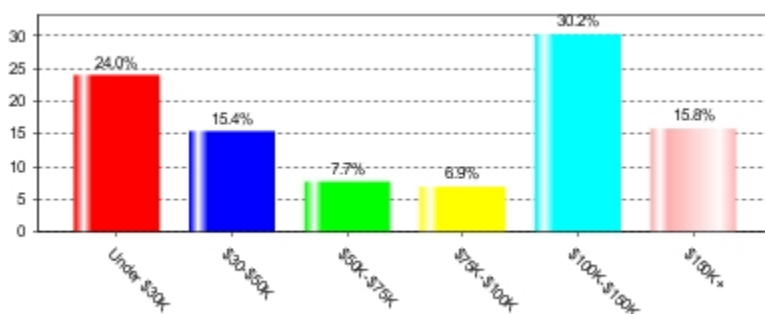
Age



Employment Status

Employed Full-Time	59.6%
Employed Part-Time	21.4%
Temporarily Not Employed	
A Homemaker	0%
A Student	0%
Retired	16.4%
Disabled	0%
Temporarily Laid-Off	0%
Not Employed-Looking For Work	2.7%
Other	0%

Household Income



Marital Status

Married	62.6%
Single (Never Married)	30.2%
Widowed	1.3%
Divorced	4.1%
Separated	1.8%

Education

Less Than 12th Grade	High School Graduate or GED	Some College	College Degree or More
0%	32.7%	18.4%	49%

Home Ownership

Own	68.7%
Rent	31.3%
Other	0%

Number of Persons in household under 18

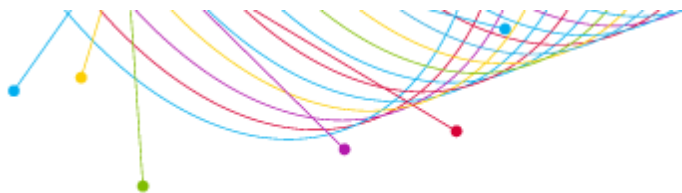
None	61%
One	23.3%
Two	4.1%
Three or More	11.6%

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: WKJG-AM	8,341	42

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