

Instant Qualitative Profile



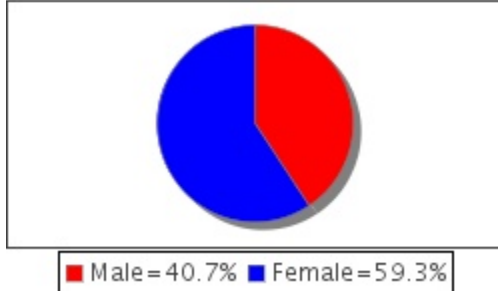
Radio Stations: WMEE-FM

FT. WAYNE - Metro

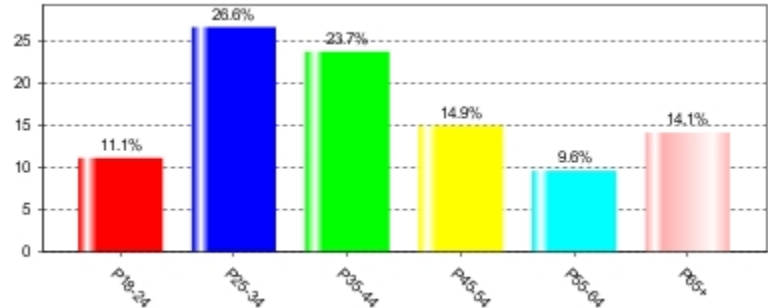
SCB. MID-TIER 2024-MAY/2025-MAY

Adults 18+

Gender



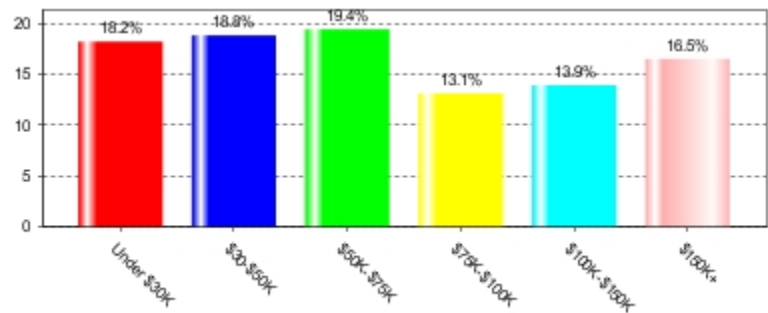
Age



Employment Status

Employed Full-Time	55.3%
Employed Part-Time	22.9%
Temporarily Not Employed	
A Homemaker	4.7%
A Student	0%
Retired	9.3%
Disabled	3.4%
Temporarily Laid-Off	0%
Not Employed-Looking For Work	3.7%
Other	0.8%

Household Income



Marital Status

Married	53.8%
Single (Never Married)	35.5%
Widowed	2.5%
Divorced	8.2%
Separated	0.1%

Education

Less Than 12th Grade	High School Graduate or GED	Some College	College Degree or More
1.2%	45.1%	27.8%	26%

Home Ownership

Own	76.4%
Rent	19.5%
Other	4%

Number of Persons in household under 18

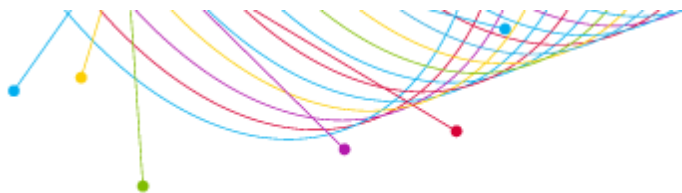
None	62.4%
One	11.1%
Two	14%
Three or More	12.5%

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: WMEE-FM	62,191	237

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