

Instant Qualitative Profile



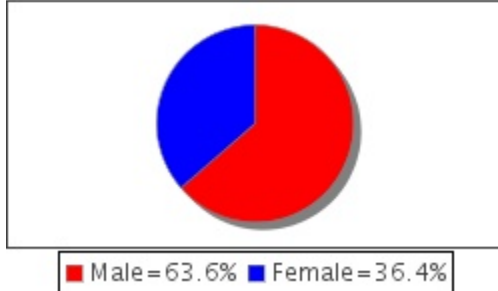
Radio Stations: WOWO-AM

FT. WAYNE - Metro

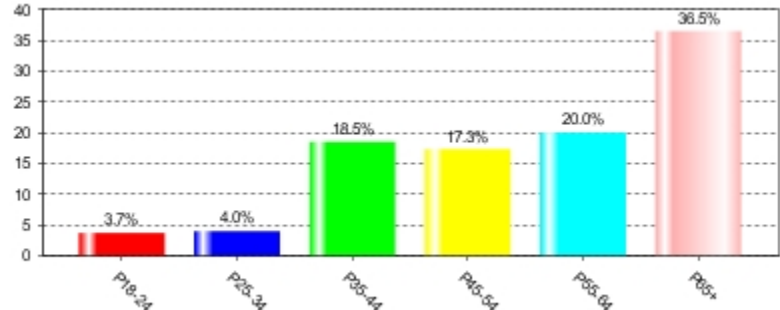
SCB. MID-TIER 2024-MAY/2025-MAY

Adults 18+

Gender



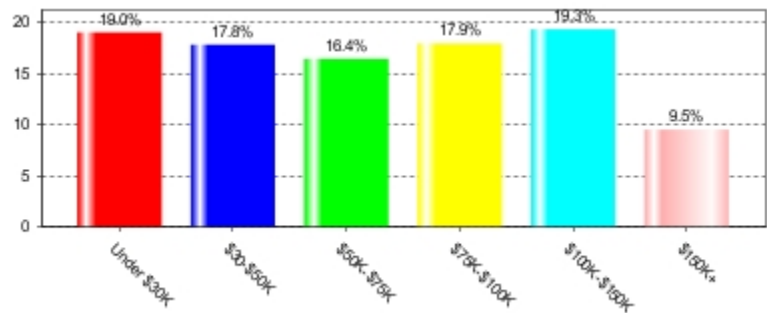
Age



Employment Status

Employed Full-Time	43.7%
Employed Part-Time	17.4%
Temporarily Not Employed	
A Homemaker	4.2%
A Student	0%
Retired	24.8%
Disabled	6.2%
Temporarily Laid-Off	0.3%
Not Employed-Looking For Work	1.5%
Other	2%

Household Income



Marital Status

Married	61.1%
Single (Never Married)	19.9%
Widowed	5.1%
Divorced	13%
Separated	0.8%

Education

Less Than 12th Grade	High School Graduate or GED	Some College	College Degree or More
3%	35.5%	32.2%	29.3%

Home Ownership

Own	83.4%
Rent	14.5%
Other	2.1%

Number of Persons in household under 18

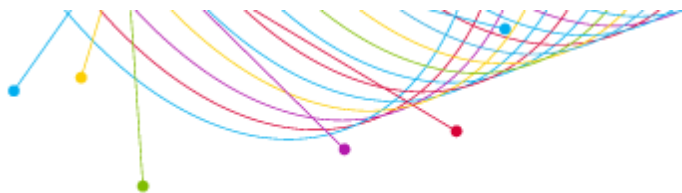
None	74.1%
One	8.4%
Two	11%
Three or More	6.5%

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: WOWO-AM	52,187	230

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