

Instant Qualitative Profile



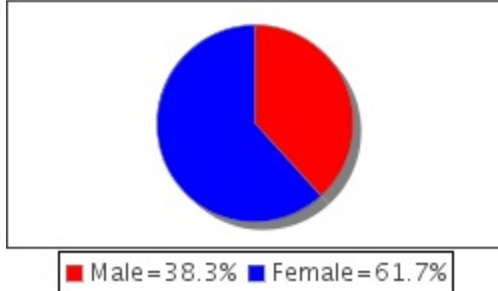
Radio Stations: WQHK-FM

FT. WAYNE - Metro

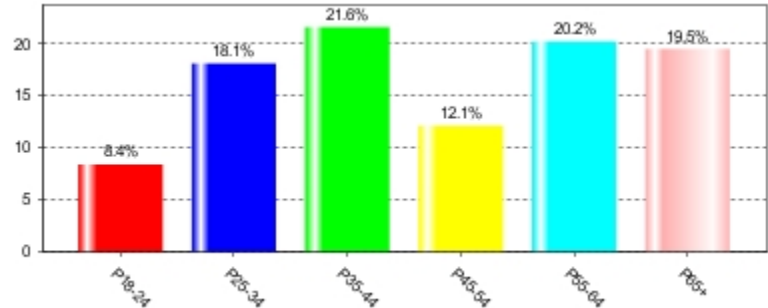
SCB. MID-TIER 2024-MAY/2025-MAY

Adults 18+

Gender



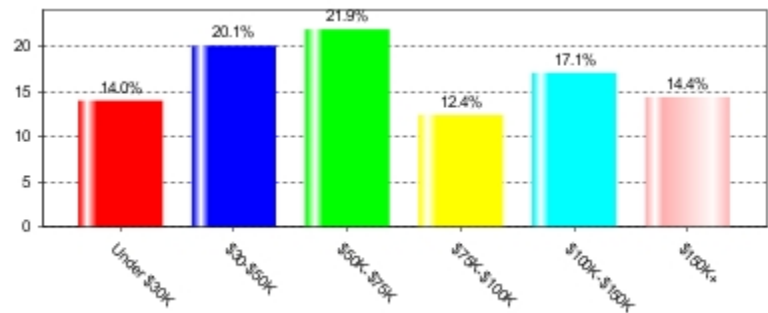
Age



Employment Status

Employed Full-Time	49%
Employed Part-Time	21.4%
Temporarily Not Employed	
A Homemaker	4.4%
A Student	0%
Retired	18.2%
Disabled	4.4%
Temporarily Laid-Off	0.9%
Not Employed-Looking For Work	1.4%
Other	0.4%

Household Income



Marital Status

Married	58.4%
Single (Never Married)	21.9%
Widowed	5%
Divorced	14.5%
Separated	0.1%

Education

Less Than 12th Grade	High School Graduate or GED	Some College	College Degree or More
3.4%	46.5%	29.4%	20.7%

Home Ownership

Own	77.8%
Rent	19.9%
Other	2.3%

Number of Persons in household under 18

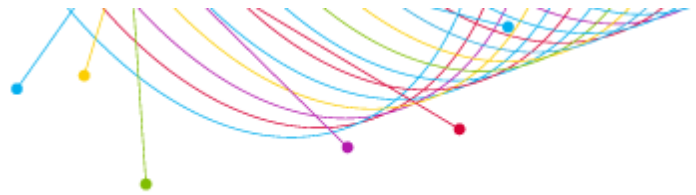
None	62.2%
One	8.3%
Two	12.8%
Three or More	16.7%

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: WQHK-FM	63,994	233

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

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