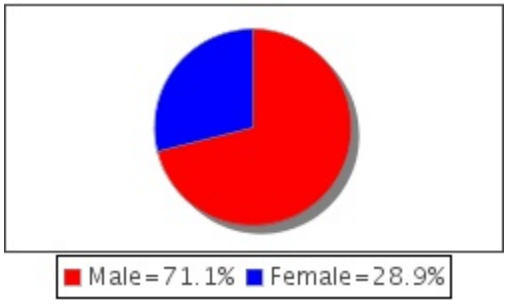
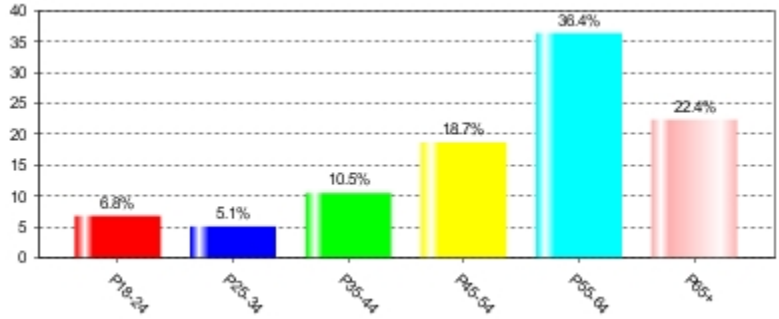
# 95.3 MNC Audience Profile

**Radio Stations: WTRC-FM**
**SOUTH BEND - DMA**
**SCB. MID-TIER SPRING 2021/SPRING 2022**
**Adults 18+**

## Gender



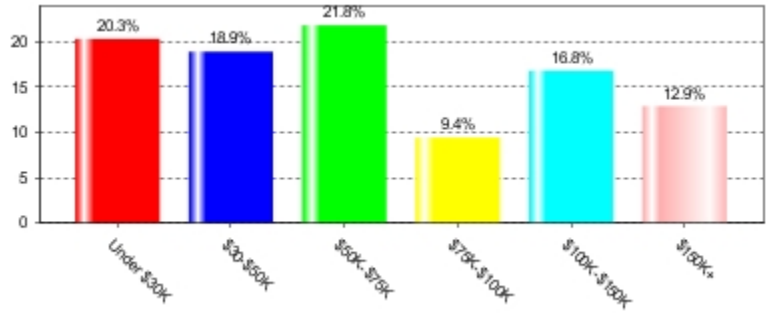

## Age




## Employment Status

| | |
|---|---|
| Employed Full-Time | 52.3% |
| Employed Part-Time | 5.6% |
| **Temporarily Not Employed** | |
| A Homemaker | 3.5% |
| A Student | 1.3% |
| Retired | 24.8% |
| Disabled | 6.9% |
| Temporarily Laid-Off | 2.2% |
| Not Employed-Looking For Work | 1.9% |
| Other | 1.5% |

## Household Income




## Marital Status

| | |
|---|---|
| Married | 60.1% |
| Single (Never Married) | 12.5% |
| Widowed | 7.3% |
| Divorced | 20.1% |
| Separated | 0% |

## Education

| Less Than 12th Grade | High School Graduate or GED | Some College | College Degree or More |
|---|---|---|---|
| 5.5% | 37.6% | 28% | 28.8% |

## Home Ownership

| | |
|---|---|
| Own | 82.7% |
| Rent | 9.8% |
| Other | 7.5% |

## Number of Persons in household under 18

| | |
|---|---|
| None | 74.7% |
| One | 14.6% |
| Two | 5.5% |
| Three or More | 5.2% |

## Custom Selection

Qualitative Population: 52,180. Qualitative Respondents: 119. Estimates displayed are for % Composition.

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IQP