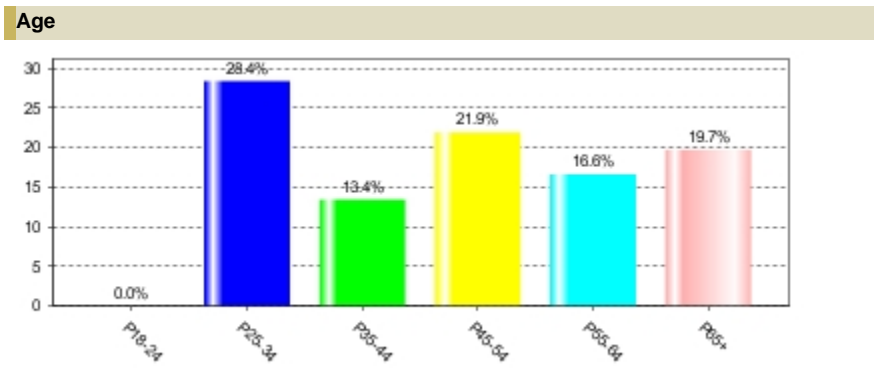
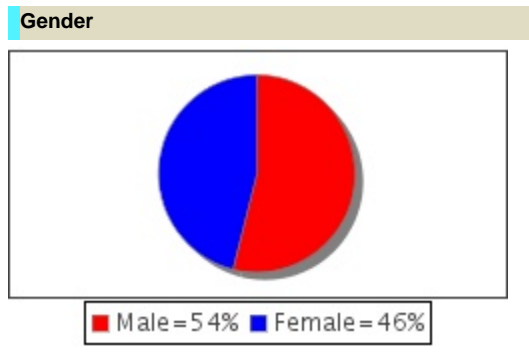


Instant Qualitative Profile

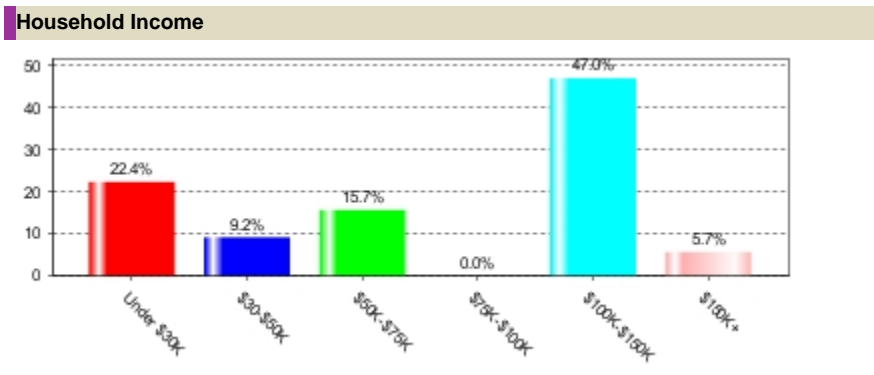


Radio Stations: WAOR-FM
 SOUTH BEND - Metro
 SCB. MID-TIER SPRING 2022/SPRING 2023
 Adults 18+



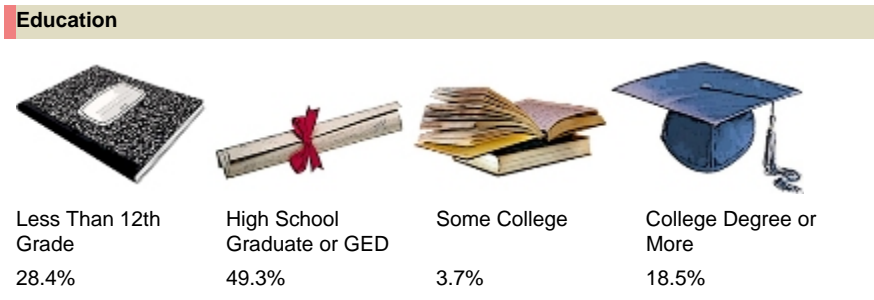
Employment Status

Employed Full-Time	68.2%
Employed Part-Time	12.1%
Temporarily Not Employed	
A Homemaker	0%
A Student	0%
Retired	19.7%
Disabled	8.5%
Temporarily Laid-Off	0%
Not Employed-Looking For Work	0%
Other	0%



Marital Status

Married	60.6%
Single (Never Married)	37.6%
Widowed	0%
Divorced	1.9%
Separated	0%



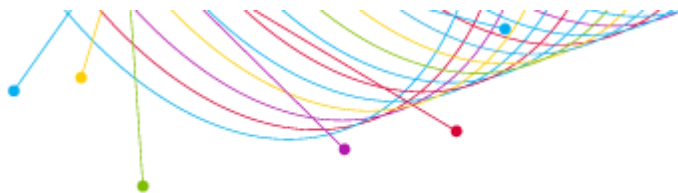
Home Ownership

Own	78.7%
Rent	9.2%
Other	12.1%

Number of Persons in household under 18

None	61.3%
One	10.3%
Two	12.1%
Three or More	16.3%





IQP Detailed Sourcing Summary

Market: SOUTH BEND
Qualitative: SCB. MID-TIER SPRING 2022/SPRING 2023
Geography: Metro

Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Adults 18+	Radio Stations: WAOR-FM	4,530	12

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