# **Instant Qualitative Profile**

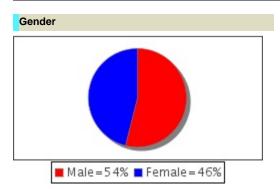
Radio Stations: WAOR-FM

SOUTH BEND - Metro

SCB. MID-TIER SPRING 2022/SPRING 2023

Adults 18+

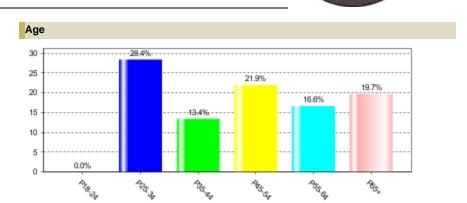
Other

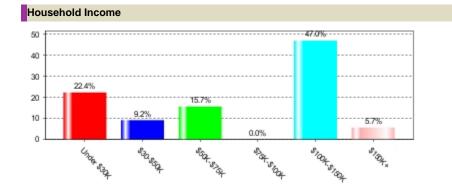


### Employment Status **Employed Full-Time** 68.2% **Employed Part-Time** 12.1% **Temporarily Not Employed** A Homemaker 0% A Student 0% Retired 19.7% Disabled 8.5% Temporarily Laid-Off 0% Not Employed-Looking For Work 0%

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%





# Less Than 12th Grade Graduate or GED Some College College Degree or More

49.3%

Number of Persons in household under 18	
None	61.3%
One	10.3%
Two	12.1%
Three or More	16.3%

3.7%



18.5%

0%

28.4%





# **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

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