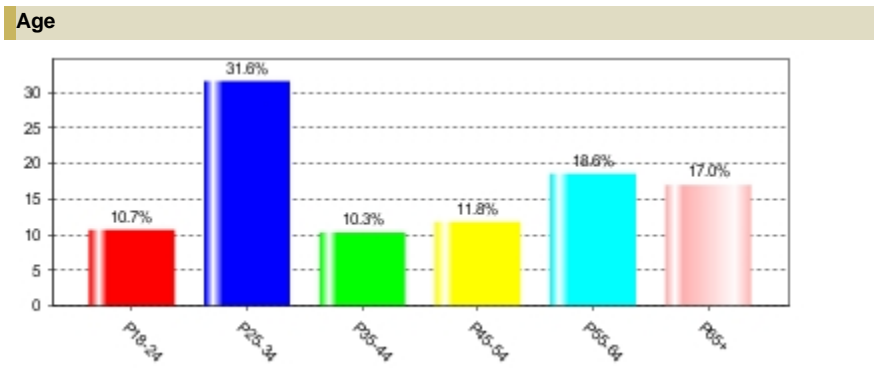
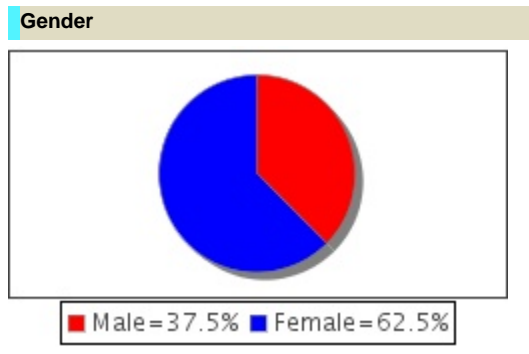


Instant Qualitative Profile

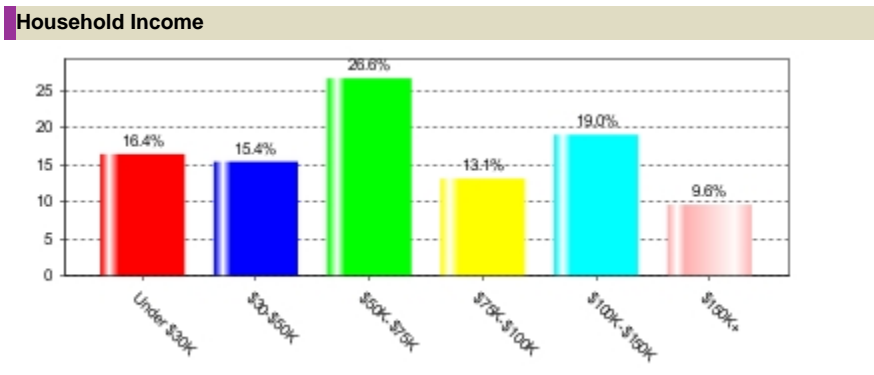


Radio Stations: WBYT-FM
 SOUTH BEND - Metro
 SCB. MID-TIER SPRING 2022/SPRING 2023
 Adults 18+



Employment Status

Employed Full-Time	54%
Employed Part-Time	17.9%
Temporarily Not Employed	
A Homemaker	5.4%
A Student	0%
Retired	15.4%
Disabled	4.7%
Temporarily Laid-Off	0%
Not Employed-Looking For Work	3.4%
Other	0.2%



Marital Status

Married	62.6%
Single (Never Married)	22.8%
Widowed	4.6%
Divorced	10%
Separated	0%

Education

Education Level	Percentage
Less Than 12th Grade	6.5%
High School Graduate or GED	31.4%
Some College	46.9%
College Degree or More	15.1%

Home Ownership

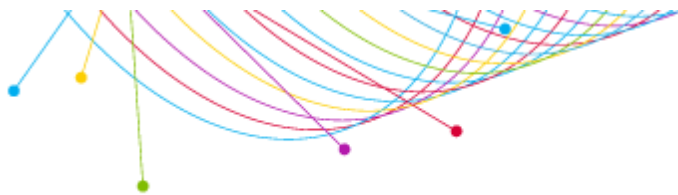
Own	75.4%
Rent	21.4%
Other	3.2%

Number of Persons in household under 18

None	54.9%
One	16.4%
Two	15.3%
Three or More	13.4%



Qualitative Population: 43,634. Qualitative Respondents: 95. Estimates displayed are for % Composition.



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: WBYT-FM	43,634	95

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