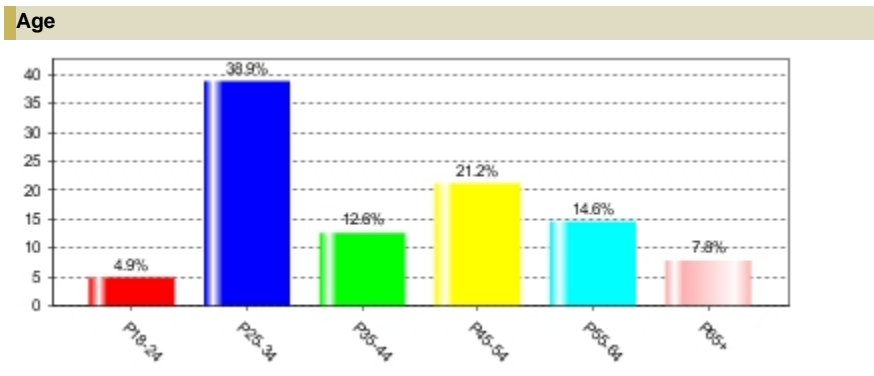
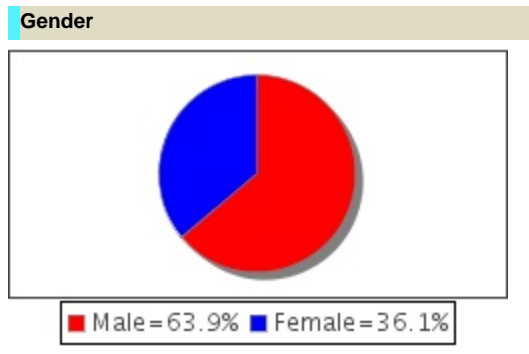


Instant Qualitative Profile

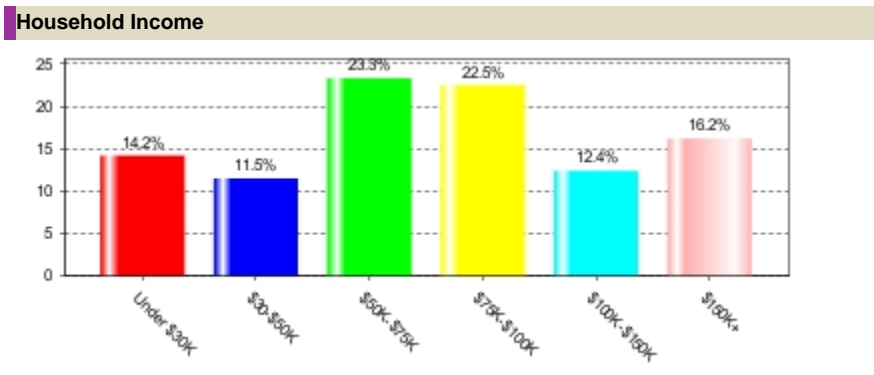


Radio Stations: WRBR-FM
 SOUTH BEND - Metro
 SCB. MID-TIER SPRING 2022/SPRING 2023
 Adults 18+



Employment Status

Employed Full-Time	74.1%
Employed Part-Time	6.2%
Temporarily Not Employed	
A Homemaker	3.9%
A Student	2.1%
Retired	5.8%
Disabled	9.3%
Temporarily Laid-Off	0%
Not Employed-Looking For Work	0%
Other	0%



Marital Status

Married	74.9%
Single (Never Married)	15.6%
Widowed	0.6%
Divorced	8.9%
Separated	0%

Education

Education Level	Percentage
Less Than 12th Grade	0%
High School Graduate or GED	48.4%
Some College	34.3%
College Degree or More	17.3%

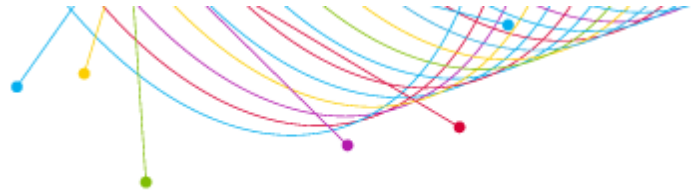
Home Ownership

Own	74.6%
Rent	25.4%
Other	0%

Number of Persons in household under 18

None	40.3%
One	33.1%
Two	19.4%
Three or More	7.2%

Custom Selection



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: WRBR-FM	25,724	43

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