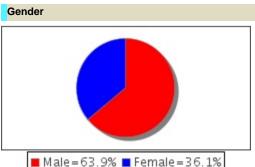
# **Instant Qualitative Profile**

Radio Stations: WRBR-FM

SOUTH BEND - Metro

SCB. MID-TIER SPRING 2022/SPRING 2023

Adults 18+

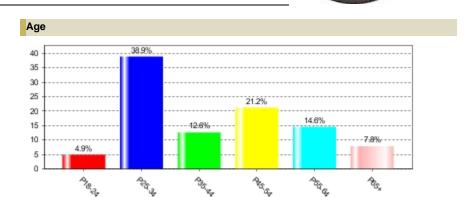


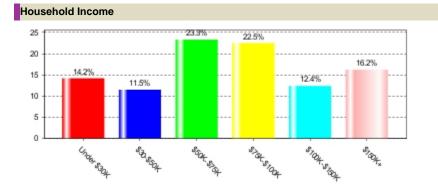
# ■ Male = 63.9% ■ Female = 36.1%

### 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%

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

Home Ownership	
Own	74.6%
Rent	25.4%
Other	0%





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

Number of Persons in nousehold under 18	
None	40.3%
One	33.1%
Two	19.4%
Three or More	7.2%

34.3%

48.4%



Education

0%

**Custom Selection** 

17.3%





# **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: 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

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