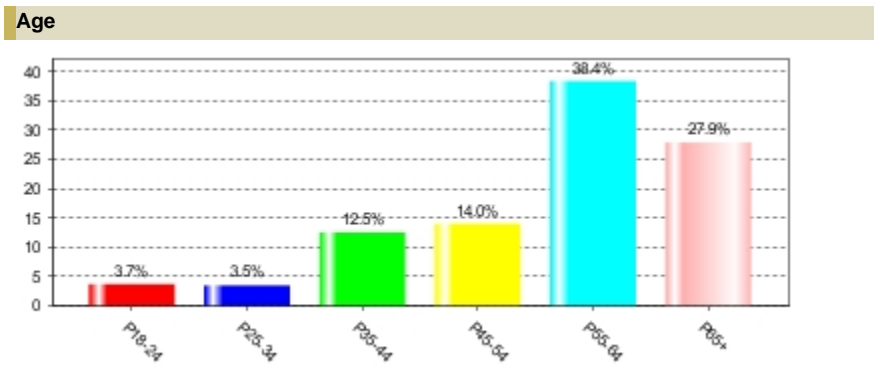
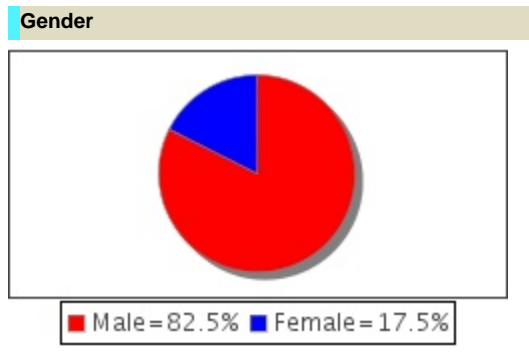


Instant Qualitative Profile

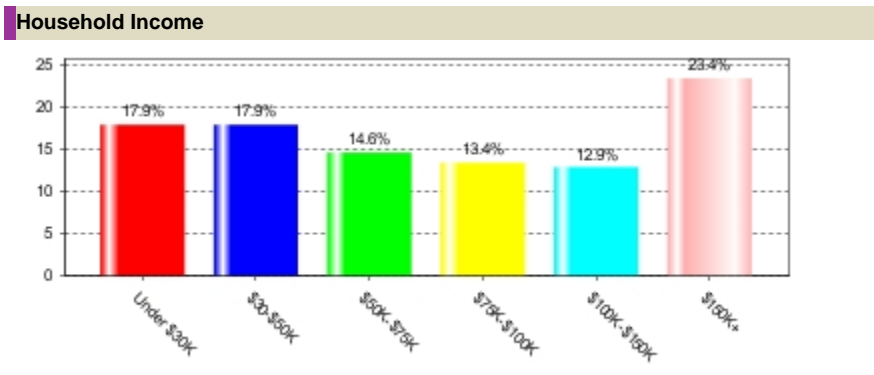


Radio Stations: WTRC-FM
 SOUTH BEND - Metro
 SCB. MID-TIER SPRING 2022/SPRING 2023
 Adults 18+



Employment Status

Employed Full-Time	50.6%
Employed Part-Time	8.7%
Temporarily Not Employed	
A Homemaker	6.6%
A Student	0%
Retired	30%
Disabled	0%
Temporarily Laid-Off	0%
Not Employed-Looking For Work	4.1%
Other	0%



Marital Status

Married	83.6%
Single (Never Married)	10.9%
Widowed	5.5%
Divorced	0%
Separated	0%

Education

Education Level	Percentage
Less Than 12th Grade	5.8%
High School Graduate or GED	32.1%
Some College	21.5%
College Degree or More	40.5%

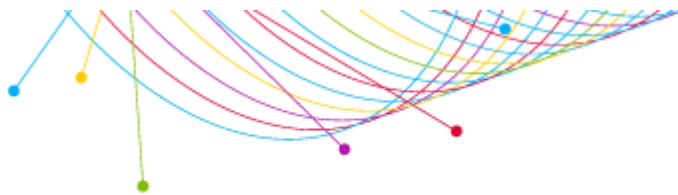
Home Ownership

Own	87.6%
Rent	3.5%
Other	8.8%

Number of Persons in household under 18

None	73.3%
One	8.5%
Two	9.3%
Three or More	8.8%





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: WTRC-FM	13,912	33

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