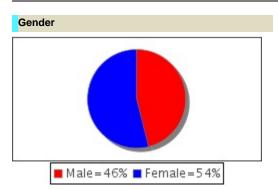
### **Instant Qualitative Profile**

**RADIO STATIONS: WBYT-FM** 

SOUTH BEND, IN - Metro

Nielsen Radio Spring 2025 (Rev 1) / Nielsen Radio Fall 2024

Adults 18+

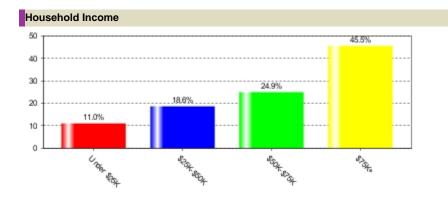


## Employment Status Employed Full-Time 56.7% Employed Part-Time 13.3% Not Employed 30.0%

Home Ownership	
Own	86.6%
Rent	12.5%

Number of Persons in household under 12		
None	77.1%	
One	6.9%	
Two	13.7%	
Three or More	2.2%	

#### 



# Less Than 12th High School Grade Graduate Some College College Degree or More 8.3% 29.5% 36.8% 25.5%

#### **Custom Selection**

Education

RADIO STATIONS: WBYT-FM 100.0%







#### **IQP Detailed Sourcing Summary**

Market: SOUTH BEND, IN

Qualitative: Nielsen Radio Spring 2025 (Rev 1) / Nielsen Radio Fall 2024

Geography: Metro

#### **Qualitative Demo/Intab/Population:**

Age/Gender	Qualitative	Population	Intab
Adults 18+	RADIO STATIONS: WBYT-FM	34,700	192

#### **Additional Notices:**

Ascription Website: http://ascription.nielsen.com
Rating Reliability Estimator https://rre.nielsen.com

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey.

Please select the hyperlink to the survey that interests you.

https://ebook.nielsen.com/secure/RR8/2025SPR/0287/pdfs/SpecialNotices.pdf

https://ebook.nielsen.com/secure/RR8/2024FAL/0287/pdfs/SpecialNotices.pdf

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. 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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