

Instant Qualitative Profile



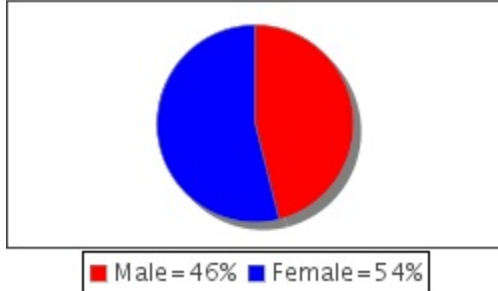
RADIO STATIONS: WBYT-FM

SOUTH BEND, IN - Metro

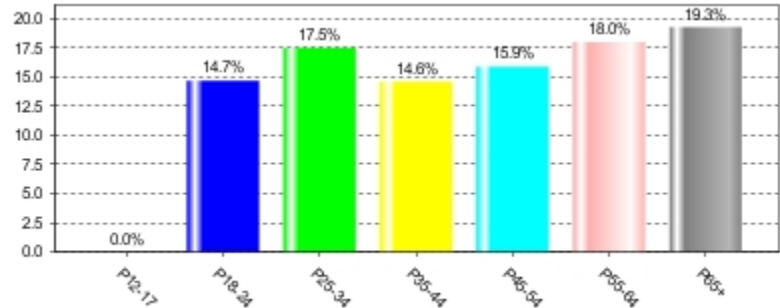
Nielsen Radio Spring 2025 (Rev 1) / Nielsen Radio Fall 2024

Adults 18+

Gender



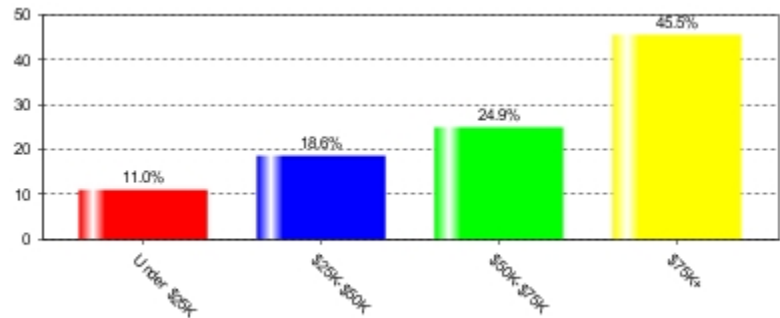
Age



Employment Status

Employed Full-Time	56.7%
Employed Part-Time	13.3%
Not Employed	30.0%

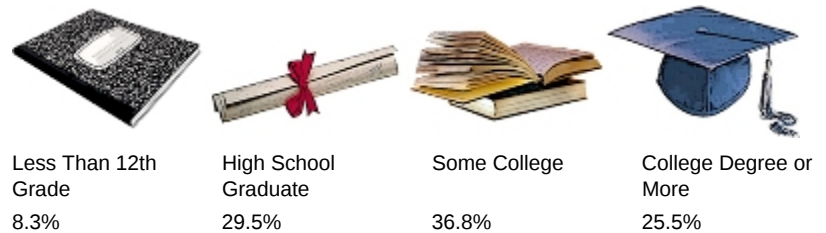
Household Income



Home Ownership

Own	86.6%
Rent	12.5%

Education



Number of Persons in household under 12

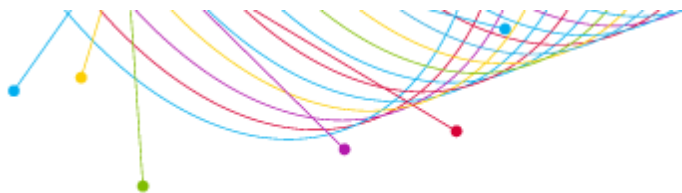
None	77.1%
One	6.9%
Two	13.7%
Three or More	2.2%

Custom Selection

RADIO STATIONS: WBYT-FM	100.0%
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AN UNCOMMON SENSE OF THE CONSUMER™



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