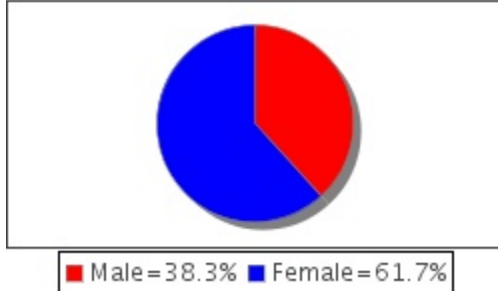


Instant Qualitative Profile

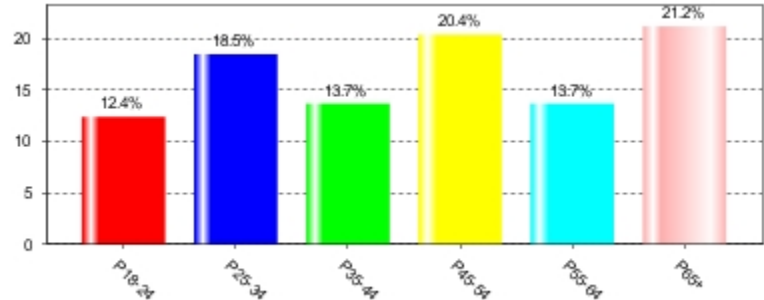


WBYT-FM -: M-S 6am-mid aqh
SOUTH BEND-ELKHART, IN - Full Survey
SCB. MID-TIER 2024-NOV/2026-MAY
Adults 18+

Gender



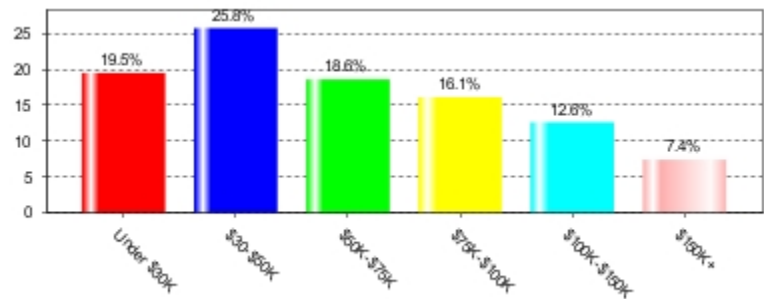
Age



Employment Status

Employed Full-Time	48.8%
Employed Part-Time	17.3%
Temporarily Not Employed	
A Homemaker	6.6%
A Student	3.6%
Retired	16.8%
Disabled	3.3%
Temporarily Laid-Off	0%
Not Employed-Looking For Work	0.9%
Other	2.8%

Household Income



Marital Status

Married	51.9%
Single (Never Married)	27.6%
Widowed	2.2%
Divorced	17.8%
Separated	0.5%

Education



Home Ownership

Own	64.8%
Rent	23.8%
Other	11.3%

Number of Persons in household under 18

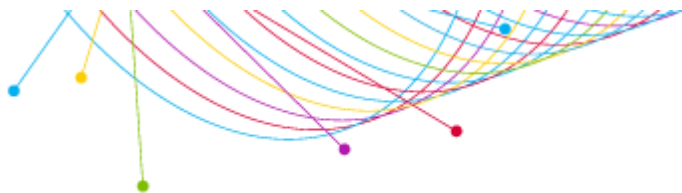
None	69.3%
One	8.9%
Two	14.6%
Three or More	7.1%

Custom Selection





AN UNCOMMON SENSE OF THE CONSUMER™



IQP Detailed Sourcing Summary

Market: SOUTH BEND-ELKHART, IN
Qualitative: SCB. MID-TIER 2024-NOV/2026-MAY
Geography: Full Survey

Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Adults 18+	WBYT-FM -: M-S 6am-mid aqh	4,716	180

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