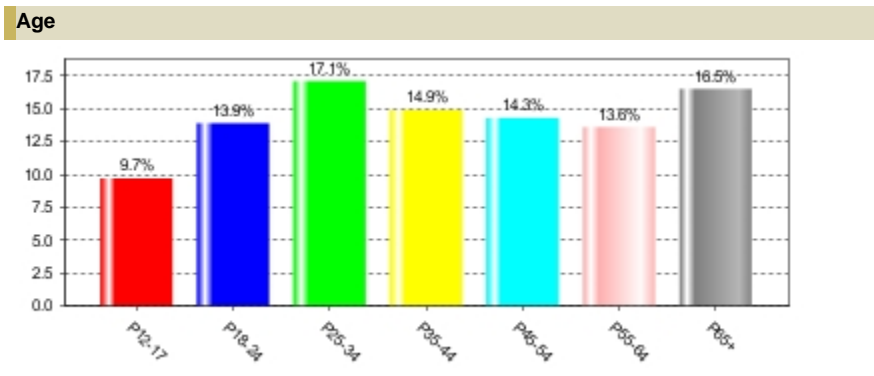
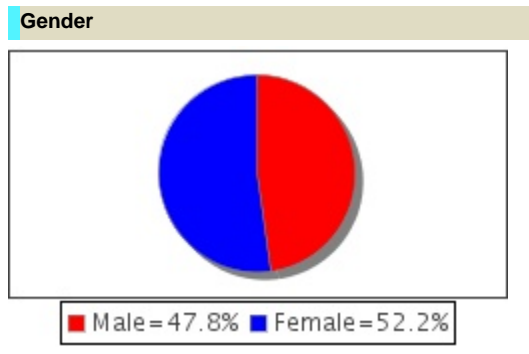


Instant Qualitative Profile

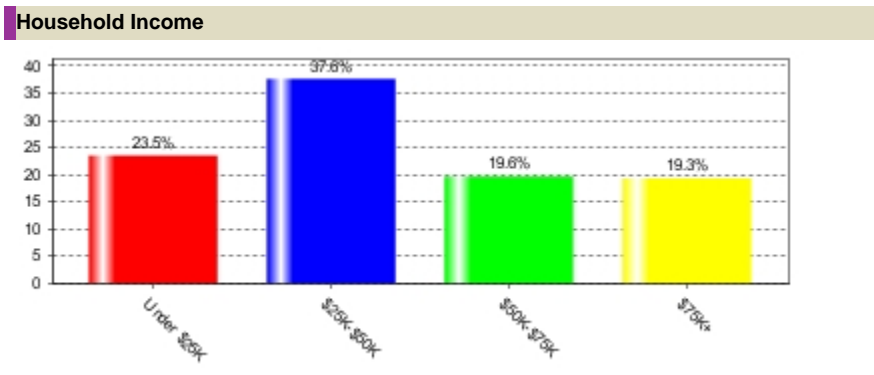


LAUREL-HATTIESBURG, MS - Metro
 Nielsen Radio Fall 2015
 Persons 12+



Employment Status

Employed Full-Time	38.4%
Employed Part-Time	12.9%
Not Employed	48.8%



Home Ownership

Own	71.2%
Rent	23.0%
Other	5.7%

Education

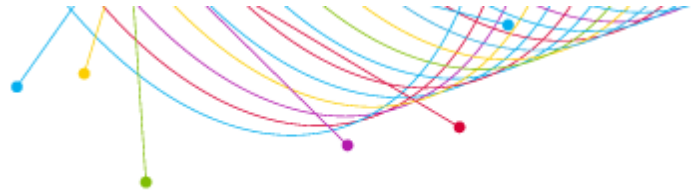
Education Level	Percentage
Less Than 12th Grade	17.7%
High School Graduate	31.8%
Some College	25.7%
College Degree or More	24.8%

Number of Persons in household under 12

None	58.3%
One	18.3%
Two	14.7%
Three or More	8.6%

Custom Selection

RADIO STATIONS: WKZW-FM 10.5%



IQP Detailed Sourcing Summary

Market: LAUREL-HATTIESBURG, MS
Qualitative: Nielsen Radio Fall 2015
Geography: Metro

Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Persons 12+		171,500	536

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/RR8/2015FAL/0522/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