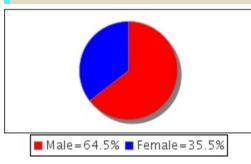
Instant Qualitative Profile

Instant Qualitative Profile

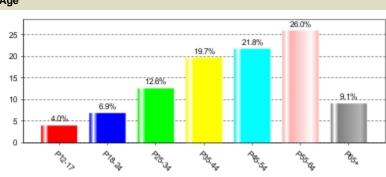
WXRR-FM: Mon-Sun 6am-Mid LAUREL-HATTIESBURG, MS - Metro Nielsen Radio Fall 2016 Persons 12+

Gender

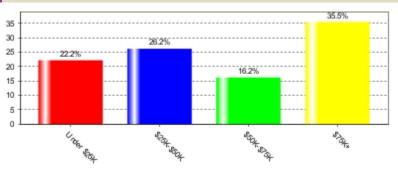


Employment Status	
Employed Full-Time	42.7%
Employed Part-Time	22.2%
Not Employed	35.1%

Age



Household Income



Home Ownership	
Own	78.5%
Rent	18.1%
Other	3.4%

Number of Persons in household under 12

None

One

Two

Three or More

Education





Some College

College Degree or More 20.8%

Custom Selection



Qualitative Population: 27,000. Qualitative Respondents: 98. Estimates displayed are for % Composition.

67.1%

12.7%

12.5%

7.8%





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IQP Detailed Sourcing Summary

Market:	LAUREL-HATTIESBURG, MS
Qualitative:	Nielsen Radio Fall 2016
Geography:	Metro

Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Persons 12+	WXRR-FM: Mon-Sun 6am-Mid	27,000	98

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/RR8/2016FAL/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

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