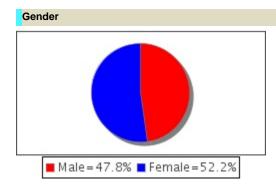
Instant Qualitative Profile

Profile

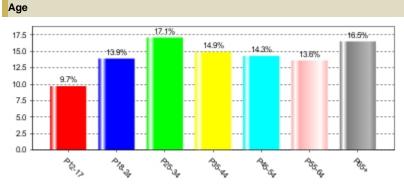


LAUREL-HATTIESBURG, MS - Metro Nielsen Radio Fall 2015

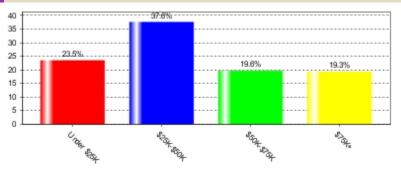
Persons 12+



| Employment Status | |
|--------------------|-------|
| Employed Full-Time | 38.4% |
| Employed Part-Time | 12.9% |
| Not Employed | 48.8% |
| | |



Household Income



| Home Ownership | |
|----------------|-------|
| Own | 71.2% |
| Rent | 23.0% |
| Other | 5.7% |

Education



| Less Than 12th Grade | High School Graduate | Some College | College Degree or More |
|-------------------------|-------------------------|--------------|---------------------------|
| 17.7% | 31.8% | 25.7% | 24.8% |
| Custom Selection | | | |

| Number of Persons in household under 12 | | |
|---|-------|--|
| None | 58.3% | |
| One | 18.3% | |
| Тwo | 14.7% | |
| Three or More | 8.6% | |

RADIO STATIONS: WBBN-FM

21.4%

Qualitative Population: 171,500. Qualitative Respondents: 536. Estimates displayed are for % Composition.





AN UNCOMMON SENSE OF THE CONSUMER™



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

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