Instant Qualitative Profile

Age

17.5 15.0

10.0 7.5 5.0 2.5 0.0

Education

Custom Selection

LAUREL-HATTIESBURG, MS - Metro

Nielsen Radio Fall 2015

Persons 12+



Gender ■ Male = 47.8% ■ Female = 52.2%

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

Household Income 40 37:6% -35 30 25 23.5%. 19.6% 20 15 10 5 FOR BOA

Home Ownership	
Own	71.2%
Rent	23.0%
Other	5.7%

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

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

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

Report: Copyright 2009 Nielsen. Software: Copyright 2008-2016 Nielsen. Nielsen Radio Data: Copyright 2015 Nielsen. All rights reserved. For use pursuant to a license from The Nielsen Company. Subject to the limitations and qualifications disclosed in the data and reports.

TAPSCAN is a mark of TAPSCAN Inc. used under license. Nielsen and the Nielsen logo are trademarks or registered trademarks of CZT/ACN Trademarks, L.L.C.

