Instant Qualitative Profile

Radio Stations: WBBN-FM

LAUREL-HATTIESBURG, MS - Metro

Nielsen Radio SPRING 2014

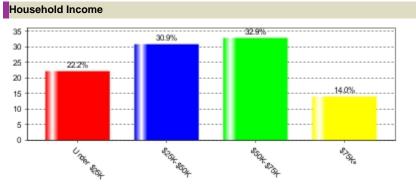
Persons 12+



Gender
■ Male=44.7% ■ Female=55.3%

Age 21.8% 20 16.8% 15.5% 15 11.9% 6.9%

Employment Status **Employed Full-Time** 33.4% **Employed Part-Time** 18.1% Not Employed 48.5%



Home Ownership	
Own	83.1%
Rent	12.6%
Other	4.3%

Education			
Less Than 12th	High School	Some College	College Degree or
Grade	Graduate		More

47.5%

Number of Persons in household under 12		
None	69.6%	
One	21.8%	
Two	6.3%	
Three or More	2.3%	



25.3%

11.8%

15.4%





IQP Detailed Sourcing Summary

Market: LAUREL-HATTIESBURG, MS

Qualitative: Nielsen Radio SPRING 2014

Geography: Metro

Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Persons 12+	Radio Stations: WBBN-FM	30,200	94

Additional Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

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/RR8/2014SPR/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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