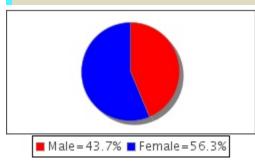
Instant Qualitative Profile

Instant Qualitative Profile

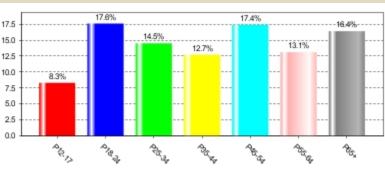
Radio Stations: WBBN-FM LAUREL-HATTIESBURG, MS - Metro Nielsen Radio FALL 2014 Persons 12+

Gender

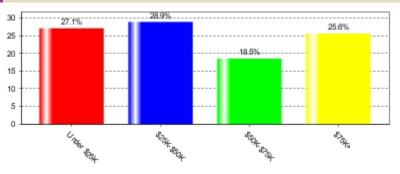


Employment Status	
Employed Full-Time	35.1%
Employed Part-Time	18.7%
Not Employed	46.2%

Age



Household Income



Home Ownership	
Own	82.1%
Rent	11.8%
Other	6.1%

Education



Less Than 12th Grade 21.6%

Custom Selection

High School Graduate 30.7%

Some College 34.1%

College Degree or More

13.6%

Number of Persons in household under 12		
None	62.9%	
One	14.1%	
Тwo	19.7%	
Three or More	3.2%	



Qualitative Population: 32,600. Qualitative Respondents: 104. Estimates displayed are for % Composition.





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IQP Detailed Sourcing Summary

Market:	LAUREL-HATTIESBURG, MS
Qualitative:	Nielsen Radio FALL 2014
Geography:	Metro

Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Persons 12+	Radio Stations: WBBN-FM	32,600	104

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/RR8/2014FAL/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 nonaccredited 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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