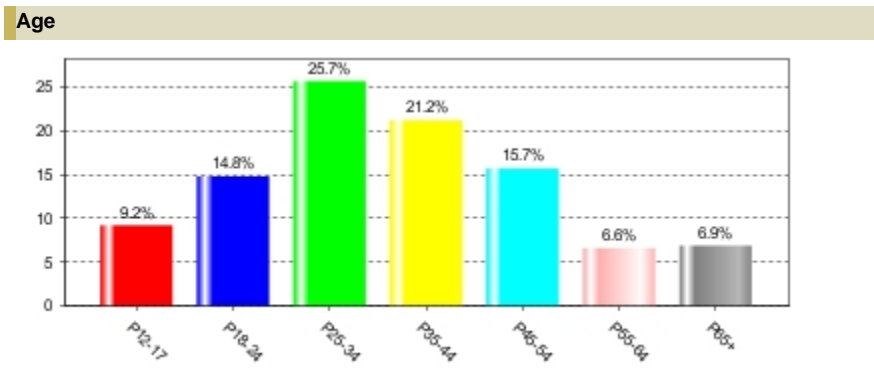
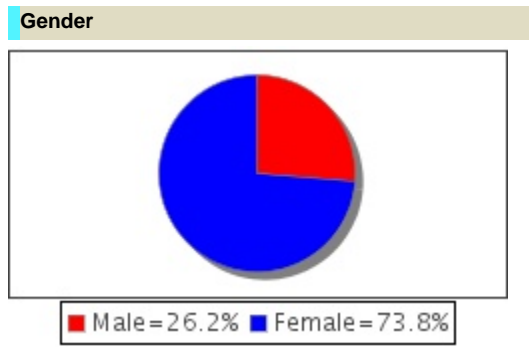


# Instant Qualitative Profile

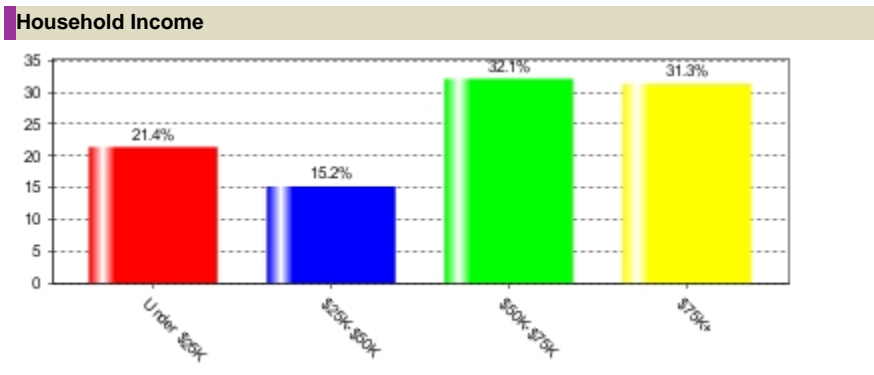


**WKZW-FM: Mon-Sun 6am-Mid**  
**LAUREL-HATTIESBURG, MS - Metro**  
**Nielsen Radio Fall 2016**  
**Persons 12+**



### Employment Status

Employed Full-Time	57.4%
Employed Part-Time	13.9%
Not Employed	28.7%



### Home Ownership

Own	85.4%
Rent	14.6%
Other	0.0%

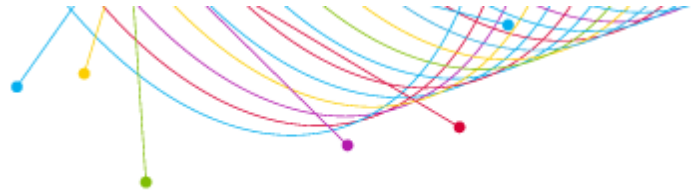
### Education

Education Level	Percentage
Less Than 12th Grade	8.9%
High School Graduate	24.1%
Some College	30.2%
College Degree or More	36.8%

### Number of Persons in household under 12

None	53.7%
One	20.0%
Two	23.8%
Three or More	2.5%

### Custom Selection



## 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+	WKZW-FM: Mon-Sun 6am-Mid	19,000	69

**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](http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf)