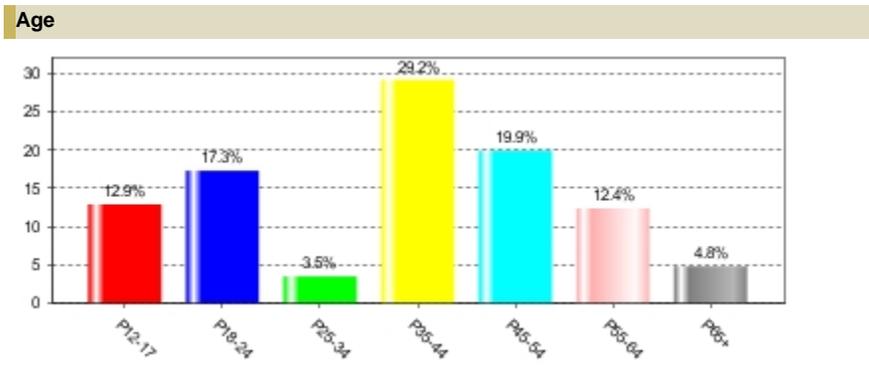
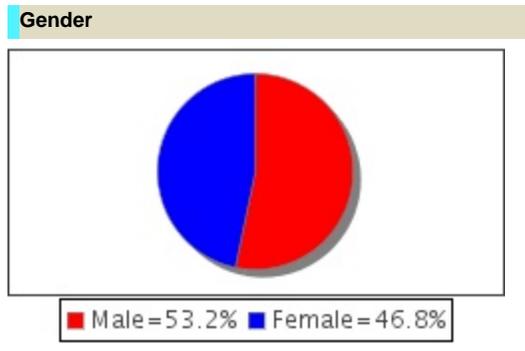


Instant Qualitative Profile

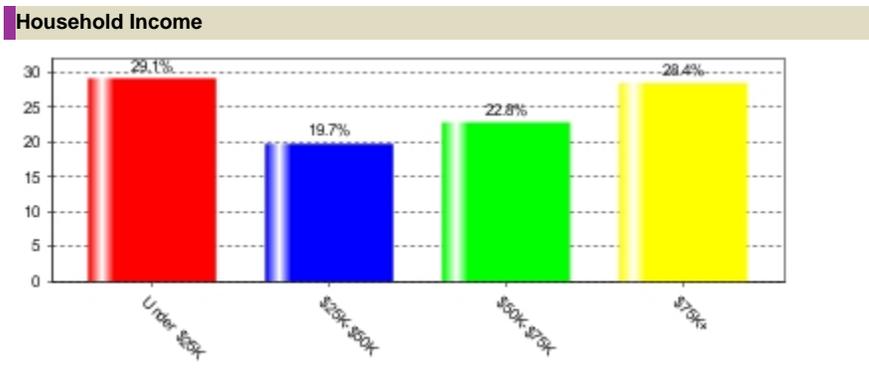


Radio Stations: WKZW-FM
 LAUREL-HATTIESBURG, MS - Metro
 Nielsen Radio SPRING 2014
 Persons 12+



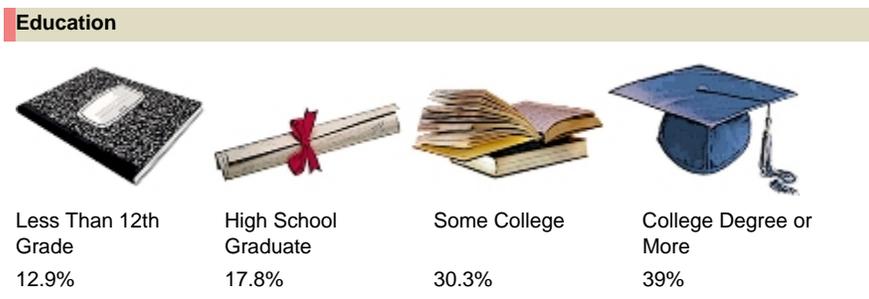
Employment Status

Employed Full-Time	41%
Employed Part-Time	25.4%
Not Employed	33.6%



Home Ownership

Own	71.9%
Rent	28.1%
Other	0%



Number of Persons in household under 12

None	69.3%
One	6.5%
Two	21.4%
Three or More	2.8%

Custom Selection



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: WKZW-FM	19,300	53

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