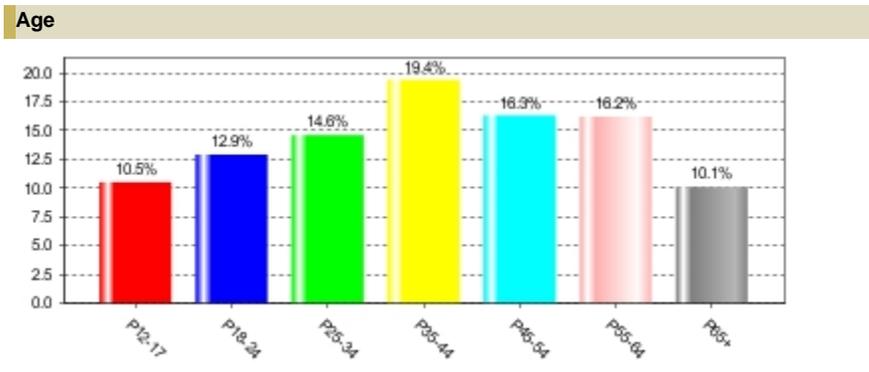
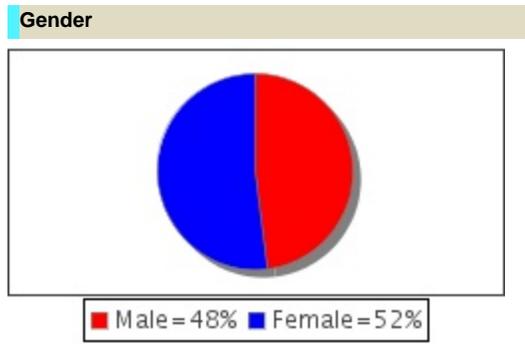


# Instant Qualitative Profile

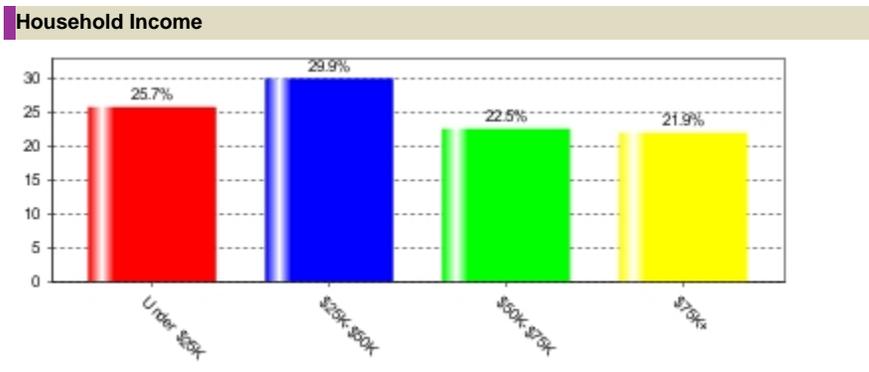


**WKZW-FM: Mon-Sun 6am-Mid**  
**LAUREL-HATTIESBURG, MS - Metro**  
**Nielsen Radio FALL 2014**  
**Persons 12+**



### Employment Status

Employed Full-Time	41.7%
Employed Part-Time	19.9%
Not Employed	38.4%



### Home Ownership

Own	77.6%
Rent	15.8%
Other	6.6%



### Number of Persons in household under 12

None	58.8%
One	20.5%
Two	13.7%
Three or More	7%





## 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+	WKZW-FM: Mon-Sun 6am-Mid	18,400	57

### 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 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)