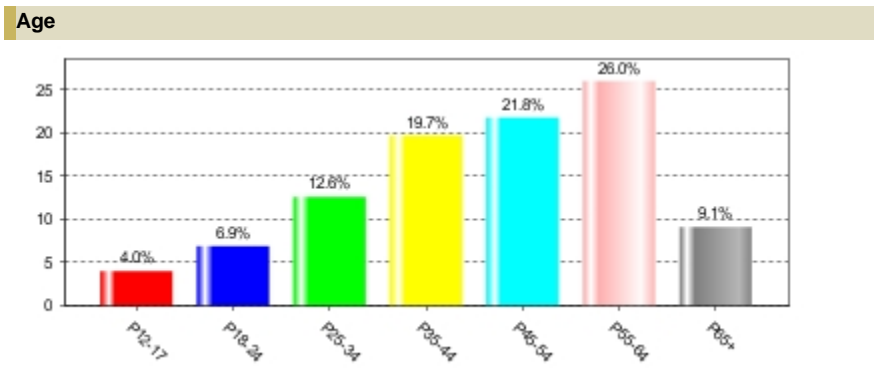
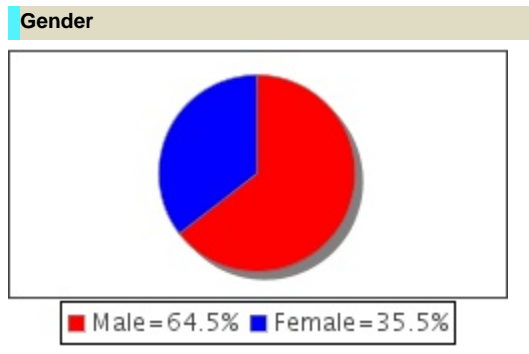


Instant Qualitative Profile

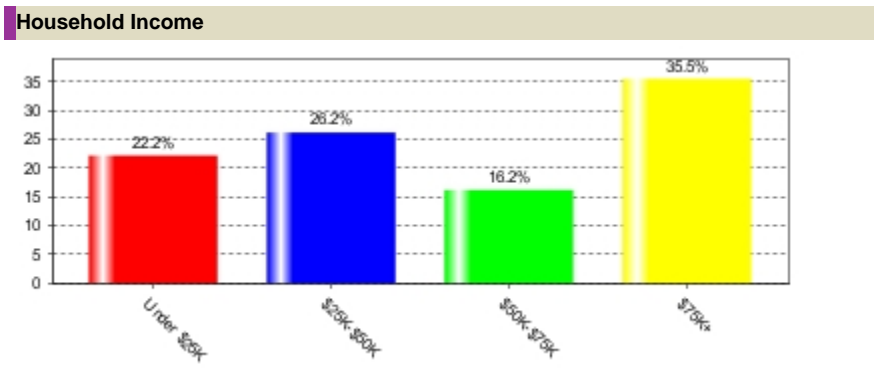


WXRR-FM: Mon-Sun 6am-Mid
 LAUREL-HATTIESBURG, MS - Metro
 Nielsen Radio Fall 2016
 Persons 12+



Employment Status

| | |
|--------------------|-------|
| Employed Full-Time | 42.7% |
| Employed Part-Time | 22.2% |
| Not Employed | 35.1% |



Home Ownership

| | |
|-------|-------|
| Own | 78.5% |
| Rent | 18.1% |
| Other | 3.4% |

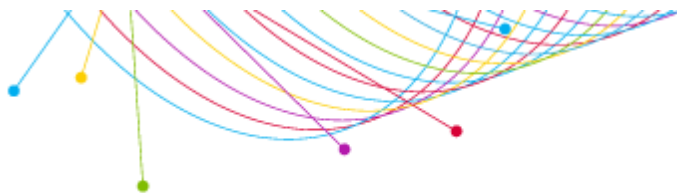
Education

| Education Level | Percentage |
|------------------------|------------|
| Less Than 12th Grade | 12.2% |
| High School Graduate | 27.2% |
| Some College | 39.8% |
| College Degree or More | 20.8% |

Number of Persons in household under 12

| | |
|---------------|-------|
| None | 67.1% |
| One | 12.7% |
| Two | 12.5% |
| Three or More | 7.8% |

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+ | WXRR-FM: Mon-Sun 6am-Mid | 27,000 | 98 |

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