Instant Qualitative Profile

WXRR-FM: Mon-Sun 6am-Mid

LAUREL-HATTIESBURG, MS - Metro

Nielsen Radio FALL 2014

Employment Status

Persons 12+



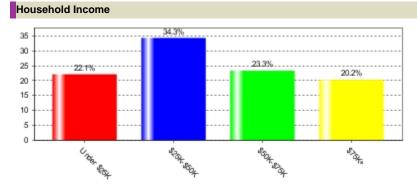
25.2%

15.8%

Gender ■ Male = 62% ■ Female = 38%

Age 15.9% 15 12.3% 10

31.8%
12.9%
55.3%



Home Ownership	
Own	81.9%
Rent	14.2%
Other	4%



Less Than 12th High School Some College College Degree or Grade Graduate More 16.5% 26.4% 28.1% 28.9%

Number of Persons in household under 12 None

65.5% One 20.1% Two 8.9% Three or More 5.6%

Custom Selection

Education







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+	WXRR-FM: Mon-Sun 6am-Mid	24,000	78

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

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