Instant Qualitative Profile

LAUREL-HATTIESBURG, MS - Metro

Nielsen Radio Fall 2015

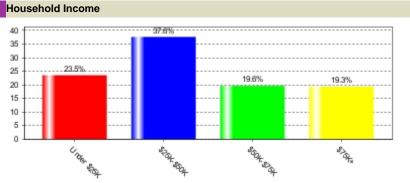
Persons 12+



Gender ■ Male = 47.8% ■ Female = 52.2%

Age						
17.5		17.1%		 		16.5%
15.0	13.9%		14.9%	 14.3%	13.6%	
12.5			-	 		
10.0 9.7%			-	 		
7.5			-	 		
5.0			1	 		
2.5			-	 		
0.0 Agr	Pig &	Q. Color	Q. V.	St. Ch.	St. C.	® ₅

Employment Status **Employed Full-Time** 38.4% **Employed Part-Time** 12.9% Not Employed 48.8%



Home Ownership	
Own	71.2%
Rent	23.0%
Other	5.7%

Education



Number	of	Persons	in	household	under	12

None	58.3%
One	18.3%
Two	14.7%
Three or More	8.6%

Custom Selection

RADIO STATIONS: WXRR-FM 16.2%





IQP Detailed Sourcing Summary

Market: LAUREL-HATTIESBURG, MS

Qualitative: Nielsen Radio Fall 2015

Geography: Metro

Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Persons 12+		171,500	536

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/RR8/2015FAL/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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