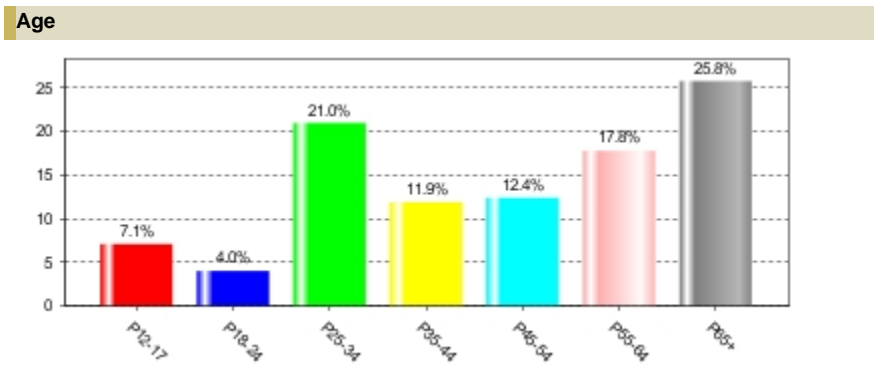
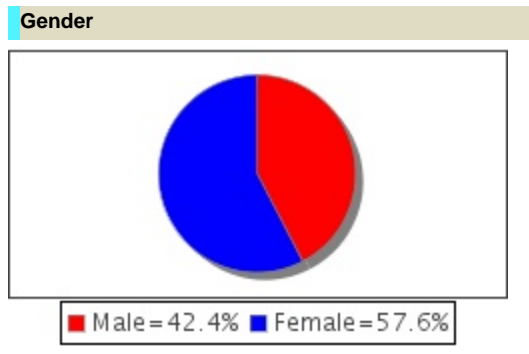


Instant Qualitative Profile

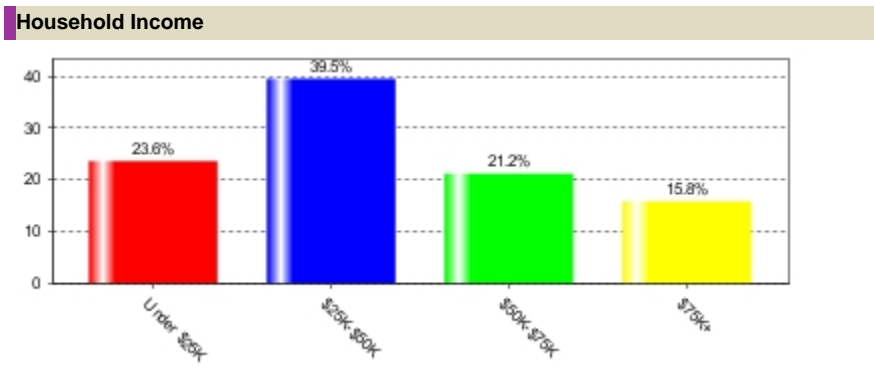


WBBN-FM: Mon-Sun 6am-Mid
 LAUREL-HATTIESBURG, MS - Metro
 Nielsen Radio Fall 2016
 Persons 12+



Employment Status

Employed Full-Time	39.5%
Employed Part-Time	15.3%
Not Employed	45.2%



Home Ownership

Own	78.0%
Rent	13.2%
Other	8.7%

Education

Education Level	Percentage
Less Than 12th Grade	21.6%
High School Graduate	28.8%
Some College	34.9%
College Degree or More	14.7%

Number of Persons in household under 12

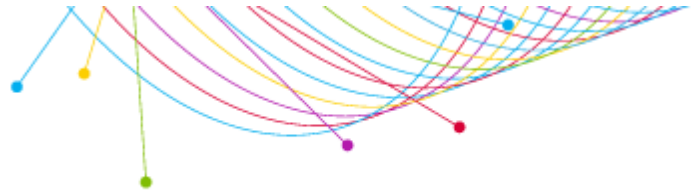
None	71.6%
One	10.5%
Two	6.0%
Three or More	11.9%

Custom Selection

B95
 Pine Belt Country

Qualitative Population: 34,500. Qualitative Respondents: 115. Estimates displayed are for % Composition.





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+	WBBN-FM: Mon-Sun 6am-Mid	34,500	115

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