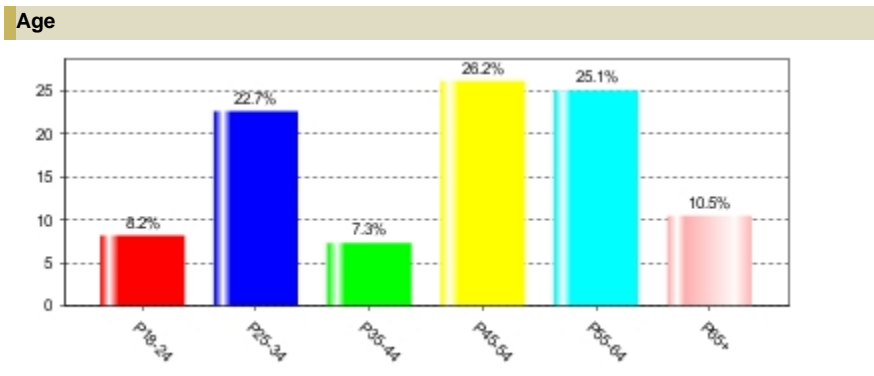
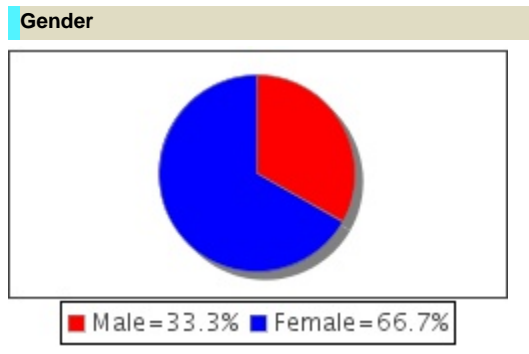


Instant Qualitative Profile

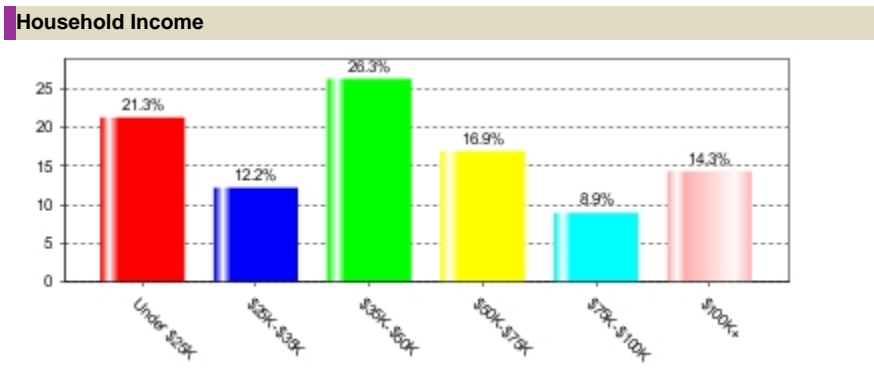


WPPZ-FM: M-S 6am-mid cume
 PHILADELPHIA - Metro
 Scarborough R1 2016: Feb15-Jan16
 Adults 18+



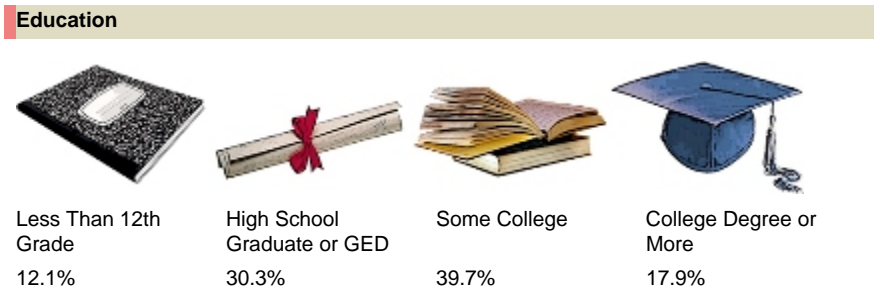
Employment Status

Employed Full-Time	39.2%
Employed Part-Time	16.1%
Not Employed	
A Homemaker	7.5%
A Student	6.5%
Retired	16.6%
Disabled	10.3%
Temporarily Laid-Off	0.6%
Not Employed-Looking For Work	3.1%
Other	0%



Occupation

Management, Business and Financial Operations	7.1%
Professional and Related Occupations	13.9%
Service	18.3%
Sales and Office	10.5%
Construction, Extraction and Maintenance	2.3%
Production, Transportation and Material Moving	3.2%
Military Specific	0%
White Collar	31.5%
Blue Collar	23.8%



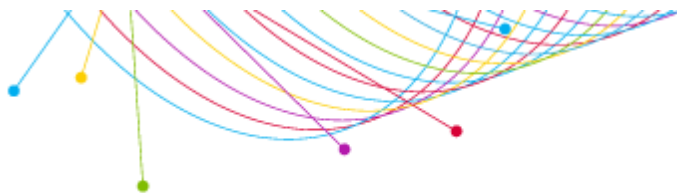
Home Ownership

Own	52.7%
Rent	41.7%
Other	5.6%

Number of Persons in household under 18

None	64.6%
One	13.7%
Two	8.9%
Three or More	12.8%





IQP Detailed Sourcing Summary

Market: PHILADELPHIA
Qualitative: Scarborough R1 2016: Feb15-Jan16
Geography: Metro

Qualitative Demo/Intab/Population:

Age/Gender	Qualitative	Population	Intab
Adults 18+	WPPZ-FM: M-S 6am-mid cume	233,724	142

Additional Notices:

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

PPM ratings are based on audience estimates and are the opinion of Nielsen and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.