9503.02	79	2817	249	0	191	57	2817	237	120

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.01	66	306	86	0	0	0	0	0
9501.02	123	9	117	168	0	0	0	0
9502.00	289	597	0	33	0	18	18	0
9503.01	158	872	45	0	0	20	20	0
9503.02	0	157	0	0	0	0	0	0

RECOMMENDED MEDIA PLAN
TV – WLOX, WXXV-TV **PRINT – N/A** **RADIO – WZKX, WZNF** **BILLBOARDS – Panel 4331, Lucedale, MS – highest impressions in the county (1 of 2)** **EVENTS – Good Ole Days Festival, family-oriented, March 2020, estimated attendance – 2,000**

CURRENT CCC
N/A

GREENE COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	76.3	8150	367	108	88	196	4920	623	499
9502.00	72.1	5651	292	23	431	186	5520	645	551

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	62	2733	16	0	0	0	0	0
9502.00	94	921	20	2	0	0	0	0

RECOMMENDED MEDIA PLAN

TV – WXXV-TV, WHLT, WDAM-TV
PRINT – N/A
RADIO – WHJA, WZNF
BILLBOARDS - N/A
EVENTS – Knobtown Parade, parade & festival, February 28, 2020, estimated attendance – 10,000

CURRENT CCC

City of Leaksville – Leaksville

GRENADA COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	81.1	5924	293	0	497	455	5906	1043	407
9502.00	78.5	4754	141	0	399	179	4754	629	164
9503.00	78.7	3065	239	0	502	178	3065	483	78
9504.00	76.7	3045	366	31	434	200	2816	344	82
9505.00	81.2	4591	321	26	665	327	4446	480	152

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	0	1837	0	0	0	0	0	0
9502.00	0	1517	77	0	0	0	0	0
9503.00	9	2197	10	0	0	0	0	0
9504.00	25	2666	16	0	0	0	0	0
9505.00	58	1208	11	0	0	22	22	0

RECOMMENDED MEDIA PLAN
TV – WABG-TV, WCBI-TV, WMAB-TV, WEPH **PRINT – *Daily Star* daily newspaper** **RADIO – WXTN, WABG, WSYE, WJDX** **BILLBOARDS - N/A**

CURRENT CCC
Activists With a Purpose – Grenada

HANCOCK COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
301.00	75.5	5416	185	140	880	380	5361	601	94
302.00	68.8	6070	263	126	765	376	6070	558	338
303.00	64.8	11052	872	95	1947	986	10971	1130	530
304.00	64.9	2222	92	0	64	145	2222	142	241
305.00	83.7	8306	355	544	575	224	8306	318	273
306.01	72	7112	612	49	505	430	7055	944	723
306.02	66	6099	235	21	333	200	6079	604	310

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
301.00	228	1102	101	47	0	113	52	47
302.00	161	729	224	99	0	0	0	0
303.00	462	1723	129	12	0	16	0	0
304.00	27	323	89	8	15	0	0	0
305.00	523	162	51	16	0	0	0	0
306.01	84	331	19	17	0	0	0	0
306.02	255	182	152	25	0	30	0	0

RECOMMENDED MEDIA PLAN

TV – WLOX, WXXV-TV
PRINT – *Sea Coast Echo* semi-weekly newspaper, *Sun Herald daily newspaper*
RADIO – WAOY, WZNF
BILLBOARDS - N/A
EVENTS – Krewe of Nereids Parade, Mardi Gras Parade, February 16, 2020, estimated attendance – 450,000 for 20 parades

CURRENT CCC

Bay St. Louis City Council – Bay St. Louis
City of Bay St. Louis – Bay St. Louis
City of Waveland – Waveland
Hancock County – Board of Supervisors – Bay St. Louis
NAACP Hancock County Branch – Bay St. Louis
Diamondhead City Hall – Diamondhead
Pearlington Water and Sewer District – Pearlington

HARRISON COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
1.00	75.8	227	16	63	76	11	227	81	4
3.00	66.9	2075	170	226	440	282	2075	357	80
6.00	75.1	1293	71	60	293	31	1288	96	80
9.00	86.3	3752	125	156	283	30	955	0	10
12.01	81.5	4552	530	75	1250	158	4425	512	72
12.02	77.7	5841	411	536	1919	204	5841	577	329
13.00	56.7	2869	254	310	1005	185	2852	370	221

14.00	67.2	1879	151	47	645	90	1879	197	166
15.01	78.1	3384	202	43	640	223	3384	215	82
15.02	68.9	4829	222	424	1290	293	4821	516	386
16.00	84	3518	207	60	224	165	3485	116	22
17.00	75.6	5442	438	58	1417	463	5433	668	334
18.00	72.5	2603	184	89	750	320	2603	547	93
19.00	82.2	3118	195	380	589	288	3118	369	194
20.00	71.1	3520	165	291	1113	422	3504	578	340
23.00	74.6	1920	92	77	537	133	1920	351	256
24.00	72.6	3878	313	155	926	424	3826	728	306
25.00	65.5	1985	184	44	511	35	1523	31	37
26.00	72.2	3743	324	66	892	448	3480	612	350
27.00	76.5	6370	133	337	795	412	6312	400	338
28.00	68.5	2805	170	39	716	146	2790	125	150
29.00	84.2	1683	47	14	137	6	1683	122	63
30.00	73.7	3898	270	187	501	382	3891	290	242
31.01	77.5	7418	332	467	1061	312	7396	643	411
31.02	80.2	6954	300	252	424	276	6897	426	408
32.04	76.5	3626	156	206	605	284	3555	246	214
32.05	73.9	6384	486	286	1004	532	6290	498	299
32.06	81.7	10267	1196	186	1406	735	10234	383	805
32.07	70.9	6385	562	174	1316	533	6385	567	479
32.08	72.8	4444	398	264	610	309	3879	367	155
33.01	65.3	9611	604	584	2472	413	9450	837	460
33.03	71.4	6621	534	770	1895	383	6615	403	269
33.04	77.3	4211	251	396	326	219	4211	252	162
34.02	75.8	12997	975	609	1525	562	12772	819	239
34.03	83.3	2024	116	36	34	38	2024	122	40
34.04	80.4	4879	203	39	241	144	4855	280	343
35.01	78.4	9572	564	82	570	467	9524	647	430
35.02	75.4	5115	305	20	343	271	5065	464	339
35.04	81	7361	364	112	712	220	7318	621	303
35.05	83.1	8256	804	382	670	244	8066	459	334
36.00	74.6	1020	72	93	242	61	987	155	54
37.00	78.5	3208	219	283	838	317	3201	566	131
38.00	68.6	1439	151	128	239	111	1384	189	44
39.00	73.2	3420	218	448	864	299	3420	502	203
9800.00	99999	95	0	0	0	0	0	0	0

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
1.00	54	6	24	42	0	36	11	25
3.00	152	1476	0	271	13	40	0	40
6.00	96	15	0	27	0	0	0	0

9.00	444	967	47	244	24	0	0	0
12.01	285	1036	95	102	28	9	9	0
12.02	623	1934	19	151	0	155	110	31
13.00	316	812	37	128	16	11	11	0
14.00	72	336	7	0	0	12	12	0
15.01	84	731	0	11	0	0	0	0
15.02	529	1112	73	119	0	88	88	0
16.00	196	18	124	11	0	0	0	0
17.00	10	2141	88	130	0	0	0	0
18.00	170	1801	8	71	0	21	21	0
19.00	464	1217	12	39	0	0	0	0
20.00	404	1640	0	141	0	47	14	0
23.00	49	1176	5	100	0	0	0	0
24.00	78	3472	22	30	21	0	0	0
25.00	254	212	8	78	34	0	0	0
26.00	22	2995	0	74	0	0	0	0
27.00	191	830	25	291	0	20	0	20
28.00	77	252	0	23	17	4	4	0
29.00	30	214	135	10	0	0	0	0
30.00	76	1112	12	250	12	11	11	0
31.01	426	1334	18	339	0	103	58	45
31.02	114	1152	86	122	0	0	0	0
32.04	288	1557	93	52	0	26	16	10
32.05	23	1963	65	103	0	26	0	26
32.06	551	3207	21	422	0	0	0	0
32.07	296	2115	202	81	0	17	0	17
32.08	385	2147	27	75	0	11	11	0
33.01	737	2321	342	825	43	70	0	70
33.03	537	888	59	592	41	85	61	24
33.04	221	661	45	415	0	0	0	0
34.02	183	2031	0	1045	11	0	0	0
34.03	37	11	0	18	0	0	0	0
34.04	29	159	55	17	0	0	0	0
35.01	195	603	104	123	0	0	0	0
35.02	12	139	0	19	0	0	0	0
35.04	286	899	0	85	12	0	0	0
35.05	725	1879	12	345	0	0	0	0
36.00	90	451	0	104	0	37	17	14
37.00	224	1296	32	280	0	15	0	15
38.00	264	244	0	3	0	25	25	0
39.00	409	1193	19	147	0	119	52	60
9800.00	10	66	0	0	0	0	0	0

RECOMMENDED MEDIA PLAN

TV – WLOX, WMAH-TV, WXXV-TV
PRINT – *Sun Herald* daily newspaper, *Biloxi-D'iberville Press* weekly newspaper, *Penny Pincher* weekly newspaper, *Ocean Springs Record* weekly newspaper, *Pass Christian Gazebo Gazette* weekly newspaper
RADIO – WZKX, WAOY, WZNF
BILLBOARDS – Panel 3001, Biloxi/Gulfport/Metro – highest number of impressions in county; Panel 3013, Biloxi/Gulfport/Metro – high number of impressions
EVENTS – BBQ Throwdown & Festival, cook off, February 28, 2020, estimated attendance – 8,000
Crawfish Music Festival, family-oriented, April 16-19, 2020, estimated attendance – 55,000

CURRENT CCC
Alpha Phi Alpha Fraternity – Gulfport
Biloxi Boat People SOS – Biloxi
City of Biloxi – Biloxi
City of Gulfport – Gulfport
City of Long Beach – Long Beach
City of Pass Christian – Pass Christian
East Biloxi Community Collaborative – Biloxi
Harrison County Board of Supervisors – District 4
Moore Community House Early Headstart – Biloxi
Morning Star Missionary Baptist Church – Gulfport
Operation Homeless Hope – Gulfport
Pass Christian Public Schools – Pass Christian
City of Biloxi Ward 5 Complete Count Committee – Biloxi
Harrison County District Complete County Committee – Gulfport
Biloxi NAACP Chapter – Biloxi

HINDS COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
1.00	84.6	4817	215	187	247	223	4794	146	137
2.00	78.9	4997	257	42	525	187	4997	277	59
3.01	69.1	2537	249	0	649	314	2534	235	100
3.02	69.6	3728	128	81	1357	337	3728	440	202
4.00	73	3634	297	59	514	254	3416	166	132
5.00	81.4	5447	270	10	1047	453	5447	1097	287

6.00	78.9	3063	214	0	595	203	3063	567	208
7.00	78.3	6268	592	0	952	583	6214	548	238
8.00	75.9	4489	522	0	782	451	4489	722	233
9.00	80.7	2066	164	6	345	170	2050	346	107
10.00	78.3	1425	86	18	288	132	1398	381	67
11.00	80.1	1741	119	14	400	128	1628	414	94
12.00	78.5	1820	112	34	361	130	1803	367	79
13.00	76.9	4158	460	47	948	188	4072	296	31
14.00	86	3012	211	55	106	28	2773	169	47
15.00	75.5	3165	123	27	762	75	2616	83	135
16.00	68.7	3915	221	150	1597	227	3102	698	169
19.00	72.2	1906	125	0	303	221	1906	315	77
20.00	74	1005	23	0	201	57	1005	203	71
21.00	74	2851	297	0	818	342	2831	525	176
22.00	76.7	2315	239	11	408	205	2283	354	114
23.00	71.2	2818	274	75	644	365	2818	333	161
24.00	76.4	3508	399	55	634	286	3483	424	157
25.00	73.6	2108	159	0	520	237	2108	387	126
27.00	70.4	1038	0	31	382	36	910	147	22
30.00	70.8	1927	177	57	347	161	1718	339	86
32.00	60.9	1375	101	0	360	77	1274	258	60
33.00	72.7	6445	448	35	1031	724	6439	460	492
34.00	68.9	3306	442	68	501	324	3246	266	166
35.00	67.5	3884	562	163	956	457	3884	523	252
36.00	70.7	3758	307	0	481	340	3716	280	147
37.00	73.7	3277	225	40	549	337	3245	365	205
38.00	68.2	2897	208	88	645	346	2849	444	162
101.01	72.8	6964	436	230	1786	588	6964	277	395
101.02	71.3	5518	438	31	835	290	5518	293	173
102.01	70.4	3598	392	8	1116	372	3572	379	330
102.02	81.1	5825	313	17	819	456	5813	425	173
102.03	78.9	2506	221	0	420	240	2473	376	135
103.01	85	2973	64	0	257	121	2922	519	102
103.04	84.6	6159	369	270	519	257	6083	341	132
103.05	78	3912	405	258	606	305	3898	159	154
104.00	82.6	3535	253	330	559	148	3403	203	91
105.00	76.9	8091	244	239	539	388	8046	738	305
106.00	70.2	4684	296	24	388	268	4684	655	252
107.00	78.4	6820	147	166	350	92	4823	327	72
108.01	69.6	1408	131	63	375	193	1408	248	110
108.04	68.6	1570	164	269	443	96	1570	69	96
108.05	81	3777	220	131	410	164	3777	142	89
108.06	92.4	3527	313	197	325	90	3378	124	64
108.07	82.9	3537	205	77	72	81	3537	258	87
108.08	79.5	4600	304	57	214	267	4600	316	170
108.09	80.6	2994	140	32	139	151	2914	111	94

109.01	77.1	2365	124	0	415	201	2213	192	118
109.02	80.5	1766	68	17	284	122	1757	378	28
110.01	70.2	6365	586	172	1307	748	6156	825	151
110.02	74.6	4636	268	13	743	473	4610	391	79
111.01	73.6	2974	221	26	307	150	2926	258	72
111.02	75.9	10364	454	74	918	774	10364	394	293
111.03	76.2	6242	375	77	440	289	6242	410	108
112.01	71.9	2830	110	20	56	71	2830	342	213
112.02	80.8	9836	413	56	313	522	9836	666	316
113.00	67.4	4173	164	23	279	210	4173	651	289
114.00	76.3	1117	62	3	301	94	1117	246	101
115.00	73.3	3883	72	121	529	94	1481	366	70

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
1.00	85	1967	31	118	0	0	0	0
2.00	115	1328	12	0	0	36	36	0
3.01	0	2415	0	0	0	0	0	0
3.02	23	3440	0	73	0	9	9	0
4.00	82	2120	14	0	0	25	25	0
5.00	33	5315	42	10	0	0	0	0
6.00	19	3048	9	0	0	0	0	0
7.00	0	5915	20	0	26	0	0	0
8.00	0	4456	6	0	0	0	0	0
9.00	0	2058	6	0	0	0	0	0
10.00	0	1418	0	7	0	0	0	0
11.00	0	1706	0	9	9	0	0	0
12.00	4	1776	0	28	0	0	0	0
13.00	116	1242	8	26	5	0	0	0
14.00	38	259	0	53	9	0	0	0
15.00	0	456	7	46	0	0	0	0
16.00	49	2769	7	95	5	10	0	0
19.00	0	1887	23	0	0	0	0	0
20.00	0	1005	0	0	0	0	0	0
21.00	0	2800	0	0	0	0	0	0
22.00	7	2220	0	0	0	10	0	10
23.00	74	2702	0	0	0	0	0	0
24.00	0	3490	11	0	0	0	0	0
25.00	1	2055	19	4	0	0	0	0
27.00	18	703	0	14	0	0	0	0
30.00	9	1692	17	0	0	0	0	0
32.00	0	1347	0	6	0	0	0	0
33.00	0	6091	0	0	0	0	0	0
34.00	68	3094	6	0	0	42	42	0

35.00	0	3519	9	0	0	10	0	0
36.00	0	3554	0	0	0	0	0	0
37.00	67	2833	17	0	0	17	17	0
38.00	100	2280	0	0	0	0	0	0
101.01	59	4225	31	141	0	0	0	0
101.02	360	3632	35	59	52	33	33	0
102.01	6	3538	11	0	0	0	0	0
102.02	87	5724	29	17	0	0	0	0
102.03	0	2398	0	0	0	0	0	0
103.01	16	2904	0	0	0	0	0	0
103.04	492	2833	0	269	0	5	0	0
103.05	30	2057	18	88	0	0	0	0
104.00	148	931	17	192	0	46	0	20
105.00	203	4689	19	113	0	31	22	9
106.00	42	3486	24	18	0	0	0	0
107.00	19	2633	33	0	0	0	0	0
108.01	77	1231	18	20	0	12	12	0
108.04	133	693	24	164	0	18	15	0
108.05	234	1471	24	188	0	22	10	12
108.06	103	1010	0	278	0	0	0	0
108.07	16	1326	0	40	0	0	0	0
108.08	84	4288	0	0	0	0	0	0
108.09	0	2467	0	24	0	0	0	0
109.01	18	2130	42	0	0	0	0	0
109.02	41	1698	5	0	0	0	0	0
110.01	197	5368	14	57	0	51	34	0
110.02	5	4224	35	0	0	0	0	0
111.01	18	2713	0	8	8	0	0	0
111.02	90	7751	0	71	0	0	0	0
111.03	18	4110	65	20	0	0	0	0
112.01	20	1148	50	0	0	0	0	0
112.02	85	5416	0	0	0	0	0	0
113.00	82	2240	0	4	0	12	6	0
114.00	33	1076	0	0	0	0	0	0
115.00	18	3512	6	9	0	0	0	0

RECOMMENDED MEDIA PLAN

TV – WLBT, WJTV, WAPT, WWJX, WMPN-TV, WDBD, WRBJ-TV, WLOO
PRINT – *Jackson Advocate* weekly newspaper, *Jackson Free Press* twice monthly magazine, *Northside Sun* weekly newspaper, *Clarion-Ledger* daily newspaper, *Mississippi Business Journal* daily newspaper
RADIO – WQST-FM, WJDX, WJLV, WSFZ, WSJC, WJNT, WIIN
BILLBOARDS – Panel 60028, Jackson, MS – highest number of impressions in county; Panel 60022, Jackson, MS – 2nd highest number of impressions in county
EVENTS – Dixie National Equine Expo, Horse Show, February 12-16, 2020, estimated attendance 18,000
Hal's St. Paddy's Parade, parade and festival, March 28, 2020, estimated attendance – 75,000

CURRENT CCC
Jackson State University – Jackson
Jackson State University National Alumni Association Incorporated – Jackson
Disability Rights Mississippi – Jackson
Mississippi Votes – Jackson
Raymond Chamber of Commerce – Raymond
New Horizon Church International – Jackson
Southern Echo, Inc. – Jackson
Town of Edwards – Edwards
Transgender Education and Advocacy Program – Jackson

HOLMES COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	66.4	4287	414	0	510	421	4221	642	135

9502.00	71.5	4040	299	25	533	358	3943	893	48
9503.00	65.7	2502	207	3	495	291	2500	631	65
9504.00	76.4	2285	38	0	362	248	2285	615	37
9505.00	65.8	5153	331	0	552	465	4633	949	145

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	18	3452	0	0	0	0	0	0
9502.00	0	3163	65	61	0	0	0	0
9503.00	0	2274	0	0	0	0	0	0
9504.00	0	1816	0	0	0	0	0	0
9505.00	32	4512	11	0	0	0	0	0

RECOMMENDED MEDIA PLAN
TV – WABG-TV, WTVA **PRINT – N/A** **RADIO – WXTN, WABG, WSFZ, WSJC, WJNT, WIIN** **BILLBOARDS – Panel 8419, Lexington – only one available in county**

CURRENT CCC
Nollie Jenkins Family Center

HUMPHREYS COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	72	2708	159	66	315	217	2693	270	120
9502.00	67.7	1753	97	9	323	97	1753	425	141

9503.00	75.5	4217	334	86	666	330	4130	641	134

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	106	1937	14	73	0	0	0	0
9502.00	29	1172	0	14	0	0	0	0
9503.00	113	3520	0	0	0	0	0	0

RECOMMENDED MEDIA PLAN
TV – WABG-TV **PRINT – *Enterprise-Tocsin* weekly newspaper** **RADIO – WABG, WYMX, WJDX, WSFZ, WSJC, WJNT, WIIN** **BILLBOARDS - N/A** **EVENTS – World Catfish Festival, family-oriented, April 4, 2020, estimated attendance – 10,000**

CURRENT CCC
N/A

ISSAQUENA COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	58.7	1296	87	4	236	43	1046	222	114

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	15	841	0	0	0	0	0	0

RECOMMENDED MEDIA PLAN
TV – WABG-TV, WDBD, WLOO **PRINT – N/A** **RADIO – WXTN, WABG, WYMX, WJDX, WSFZ, WSJC, WJNT, WIIN** **BILLBOARDS - N/A**

CURRENT CCC
Town of Mayersville – Mayersville

ITAWAMBA COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	87.3	5026	281	38	625	256	5012	489	468
9502.00	80.8	5882	241	22	526	277	5852	593	297
9503.00	83.6	3269	151	38	448	162	2372	346	134
9504.00	81.1	5604	472	29	346	257	5463	547	175
9505.00	79.8	3658	127	49	231	101	3658	355	357

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	214	138	0	0	0	0	0	0
9502.00	15	174	22	0	0	0	0	0
9503.00	2	762	0	46	7	0	0	0
9504.00	37	236	0	5	0	0	0	0
9505.00	79	548	0	8	0	0	0	0

RECOMMENDED MEDIA PLAN
TV – WMAE-TV, WCBI-TV, WTVA, WEPH **PRINT – N/A** **RADIO – WCPC, WMAE-FM, WELO** **BILLBOARDS - N/A**

CURRENT CCC
Itawamba County Board of Supervisors – Fulton

JACKSON COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
401.01	75.2	7709	409	80	410	271	7690	520	337
401.02	72	7246	479	20	345	78	7246	459	236
402.01	81	7357	483	61	290	158	7357	678	347
402.03	76.8	5420	272	132	249	223	5387	291	174
402.04	81.1	7607	384	500	447	265	7607	611	195
403.00	66.1	8242	512	846	1250	345	8197	485	210

404.00	74.3	8259	394	259	1032	321	8194	404	280
405.00	80.4	3715	243	155	629	158	3675	370	64
406.00	78.1	5435	382	240	512	240	5357	320	150
407.00	78.7	9103	391	554	633	282	8944	370	91
408.00	78.8	6147	488	195	1044	192	6080	732	183
409.00	71.4	12765	1125	303	938	706	12765	426	105
410.00	77.2	4680	137	107	747	179	4627	566	170
411.00	79.8	7053	577	194	647	438	7018	414	92
413.00	67.4	5668	222	0	565	90	5668	960	148
414.00	81.1	3103	31	96	323	169	3103	221	73
415.00	78.2	966	14	5	155	53	966	155	13
416.00	78.9	2684	114	95	349	149	2684	459	98
417.00	82.2	2208	164	30	249	105	2207	362	101
418.00	79.5	2825	44	5	350	158	2728	317	82
419.00	79.9	2472	133	24	437	84	2458	407	26
420.00	73.7	4401	203	267	879	245	4364	615	128
421.00	72.9	3179	264	148	729	172	3179	417	54
422.00	74.8	5138	392	361	1074	361	4569	724	195
425.00	76.3	2004	86	46	305	103	2004	251	39
426.00	82.6	2662	101	52	108	56	2646	161	41
427.00	75.2	1018	44	0	110	42	1018	125	32
429.00	74.3	2248	158	93	385	139	2217	306	52

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
401.01	80	952	6	29	0	0	0	0
401.02	99	16	107	0	87	12	12	0
402.01	0	153	162	29	0	0	0	0
402.03	163	613	95	229	0	0	0	0
402.04	510	467	12	269	105	78	78	0
403.00	135	1383	5	1151	20	54	0	41
404.00	252	1426	169	416	41	98	0	98
405.00	95	276	26	114	68	8	0	0
406.00	567	584	12	103	27	20	0	20
407.00	908	970	129	583	0	40	0	40
408.00	465	1243	25	242	0	30	30	0
409.00	831	1717	120	218	0	120	16	40
410.00	154	1467	0	80	0	45	0	45
411.00	1005	3002	38	148	0	6	6	0
413.00	0	869	16	0	0	0	0	0
414.00	97	1518	23	95	0	0	0	0
415.00	44	726	7	0	0	0	0	0
416.00	139	2375	8	0	0	25	25	0
417.00	25	2109	14	8	0	0	0	0

418.00	0	2710	22	5	0	0	0	0
419.00	214	881	58	0	0	0	0	0
420.00	1091	2104	94	18	18	91	91	0
421.00	372	1376	52	80	0	29	29	0
422.00	694	1938	134	141	0	36	36	0
425.00	64	306	13	0	0	0	0	0
426.00	199	298	0	0	0	9	9	0
427.00	11	154	0	0	0	0	0	0
429.00	128	620	5	6	84	0	0	0

RECOMMENDED MEDIA PLAN

TV – WLOX, WXXV-TV
PRINT – *Sun Herald* daily newspaper, *Ocean Springs Record* weekly newspaper, *Mississippi Press* daily newspaper
RADIO – WZNF, WBUV
BILLBOARDS – Panel 7955, Pascagoula/Metro – highest number of impressions in county

CURRENT CCC

City of Moss Point CCC – Moss Point
Jackson County Board of Supervisors – Pascagoula

JASPER COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	69.2	4680	271	31	196	300	4678	950	130
9502.00	62.6	2020	214	0	292	186	1971	377	18
9503.00	70	4876	298	0	238	225	4867	712	354
9504.00	66.2	4971	274	0	355	434	4971	851	362

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	0	2313	3	0	0	0	0	0
9502.00	0	1367	4	0	0	0	0	0
9503.00	0	1451	0	0	0	0	0	0
9504.00	0	3903	3	0	0	0	0	0

RECOMMENDED MEDIA PLAN
TV – WDAM-TV, WRBJ-TV, WTOK-TV, WMAW-TV, WMDN, WGBC **PRINT – N/A** **RADIO – WQST-FM, WHJA, WSJC, WMAW-FM** **BILLBOARDS - N/A** **EVENTS – Relay for Life, April 25, 2020**

CURRENT CCC
Jasper County Economic Development – Bay Springs **Town of Heidelberg Office of the Mayor – Heidelberg**

JEFFERSON COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	58.1	5967	659	32	668	456	5967	883	475
9502.00	48.2	1496	99	9	184	77	1051	166	48

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	0	5071	0	32	0	9	9	0
9502.00	9	1377	0	0	0	0	0	0

RECOMMENDED MEDIA PLAN
TV – WLBT, WDBD, WNTZ-TV **PRINT – N/A** **RADIO – WJDX, WMSI-FM, WIIN** **BILLBOARDS - N/A**

CURRENT CCC
Jefferson County Board of Supervisors – Fayette **Jefferson County CCC – Fayette** **Jefferson County Library – Fayette** **Jefferson County, MS E911 - Fayette**

JEFFERSON DAVIS COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	77.2	5058	275	0	686	470	4931	1076	164
9502.01	66	3253	167	10	213	195	3144	692	123
9502.02	76.1	3328	102	0	307	195	3309	667	106

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	8	3385	1	0	0	6	6	0
9502.01	22	1936	0	0	0	0	0	0
9502.02	9	1859	12	0	0	0	0	0

RECOMMENDED MEDIA PLAN
TV – WHLT, WDAM-TV **PRINT – N/A** **RADIO – WJDX, WHJA, WSJC** **BILLBOARDS - N/A**

CURRENT CCC
Jefferson Davis County Board Of Supervisors – Prentiss

JONES COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	75.4	6392	353	14	539	342	6392	1109	179
9502.00	77.9	5808	378	39	377	324	5709	563	188
9503.01	64.1	4962	167	35	282	202	4962	801	236
9503.02	75.4	3552	301	95	229	191	3552	428	79
9504.01	78.7	4070	326	43	560	182	4070	460	101
9504.02	79.7	5234	385	117	679	345	5193	626	102
9505.00	73.6	3936	327	309	774	306	3936	689	55

9506.00	72.1	6961	610	589	1145	732	6446	1507	63
9507.00	76	3837	263	21	630	330	3837	958	31
9508.00	81.6	5207	166	65	405	53	5207	1065	253
9509.00	79.2	7763	613	215	229	201	7763	1392	248
9510.00	78.5	3661	303	17	480	172	2983	385	21
9511.00	70.4	6945	679	281	430	202	6852	1044	260
9800.00	99999	0	0	0	0	0	0	0	0

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	16	1311	337	0	32	2	0	0
9502.00	74	1099	0	0	0	33	33	0
9503.01	0	1236	0	19	19	0	0	0
9503.02	472	207	49	0	0	6	6	0
9504.01	44	1556	79	88	0	0	0	0
9504.02	79	3049	56	93	0	13	13	0
9505.00	212	2019	0	207	0	10	10	0
9506.00	712	4365	32	38	0	129	129	0
9507.00	38	2748	0	0	0	5	5	0
9508.00	65	230	0	0	0	0	0	0
9509.00	478	581	12	23	0	34	34	0
9510.00	55	1524	0	9	16	0	0	0
9511.00	676	209	0	0	0	45	45	0
9800.00	0	0	0	0	0	0	0	0

RECOMMENDED MEDIA PLAN

TV – WHLT, WDAM-TV, WTOK-TV, WMAW-TV, WMDN
PRINT – *Laurel-Leader Call* daily newspaper
RADIO – WQST-FM, WSJC, WMAW-FM
BILLBOARDS - N/A
EVENTS – Mother's Day Blues Festival, Blues Festival, May 10, 2020, estimated attendance – 10,000
Magnolia State Bank Chili Cook Off, cook off, February 8, 2020, estimated attendance – 3,000

CURRENT CCC
City of Laurel – Laurel

KEMPER COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
301.00	66.8	5556	379	0	600	372	4613	895	152
302.00	69.5	4526	71	0	271	180	4526	867	168

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
301.00	74	4093	0	0	0	0	0	0
302.00	97	1994	378	0	0	0	0	0

RECOMMENDED MEDIA PLAN
TV – WTOK-TV, WMAW-TV, WMDN, WGBC, WMAB-TV, WTVA **PRINT – N/A** **RADIO – WJDQ, WMAW-FM** **BILLBOARDS – Panel 40002, DeKalb, MS – only one available in county**

CURRENT CCC
N/A

LAFAYETTE COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	81.8	4643	388	364	490	268	4643	473	279
9502.01	81.5	4019	346	60	831	227	3877	196	160
9502.02	72	5405	236	179	1287	35	5243	405	168
9503.01	54.6	6379	106	220	591	95	1838	101	20
9503.02	68.6	3927	177	193	1371	163	3927	177	117
9504.01	83.4	7996	540	299	977	458	7996	542	279
9504.02	71.5	3792	172	10	401	198	3787	582	88
9505.01	85.6	6910	320	33	483	309	6687	391	476
9505.02	84.6	2623	145	147	151	89	2618	189	217
9505.03	71	7050	308	329	1634	170	7050	239	169

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	492	1608	26	69	8	37	37	0
9502.01	10	1159	0	44	0	16	0	16
9502.02	163	1086	0	31	0	50	50	0
9503.01	133	1137	41	233	20	7	0	7
9503.02	71	997	16	215	0	8	0	8
9504.01	229	2264	0	184	0	21	0	9
9504.02	30	1339	0	0	6	0	0	0
9505.01	34	726	0	17	0	38	38	0
9505.02	24	503	0	0	39	0	0	0
9505.03	128	2016	3	536	31	22	0	22

RECOMMENDED MEDIA PLAN

TV – WMAE-TV, WMAV-TV, WCBI-TV, WTVA, WEPH
PRINT – *Oxford Eagle* daily newspaper
RADIO – WMAE-FM, WCPC, WSYE, WZLQ
BILLBOARDS – Panel 22538, Oxford, MS – only one available in county
EVENTS – Double Decker Arts Festival, Arts & Jazz Festival, April 24-25, 2020, estimated attendance – 60,000

CURRENT CCC

N/A

LAMAR COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
201.00	74.7	9084	614	209	499	374	9066	682	575
202.01	75.4	6954	330	219	689	335	6954	281	120
202.02	81.6	8714	619	164	669	220	8714	159	359
203.01	79.6	8872	553	440	990	339	8858	222	466
203.02	64.9	9994	605	522	2497	765	9923	779	545
204.00	76.6	7012	319	74	811	321	6804	624	372
205.00	80.4	6661	555	45	337	461	6553	555	900
206.00	80.9	3226	231	10	523	217	3167	352	412

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
201.00	280	796	4	313	16	1	1	0
202.01	0	1264	11	82	0	0	0	0
202.02	132	959	37	77	0	11	11	0
203.01	462	2676	81	165	0	0	0	0
203.02	449	4308	27	285	29	25	0	0
204.00	131	905	153	4	0	0	0	0
205.00	57	317	35	0	0	0	0	0
206.00	32	1263	0	0	0	0	0	0

RECOMMENDED MEDIA PLAN

TV - WLOX, WHLT, WDAM-TV, WRBJ-TV
PRINT – *Hattiesburg American* daily newspaper
RADIO – WZKX, WAOY, WHJA, WSJC
BILLBOARDS - N/A

CURRENT CCC

Town of Lumberton – Lumberton

LAUDERDALE COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
2.00	73.7	2697	93	0	599	155	2619	462	161
3.00	74.8	2572	88	14	325	182	2572	205	156
4.00	71.9	4792	478	208	1131	806	4703	812	203
6.00	73.5	1638	70	15	416	193	1638	292	109
7.00	72.7	3684	163	38	792	339	3519	554	184
8.00	77.9	2167	104	5	374	129	1815	310	96
9.00	73.5	5260	565	63	763	447	5227	541	234
10.00	71.8	4266	362	61	848	323	4258	421	239
11.01	73.7	3531	233	60	754	163	3491	305	120
11.02	73.1	3878	296	10	869	193	3650	403	105
102.01	73.9	6583	490	63	340	287	6583	878	337
102.02	79.5	6817	376	236	818	357	6149	513	247
103.01	77.3	6056	485	0	235	268	5987	392	126
103.02	79	7277	428	58	308	238	7178	736	150
104.00	78.6	2663	75	3	40	18	1493	210	179
105.00	78.9	5299	312	156	304	77	5249	471	46
106.00	72.3	7522	171	377	920	210	7489	870	400
107.00	75.1	1453	83	0	445	125	1144	261	125
9800.00	91.7	66	8	0	0	0	66	12	4

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
2.00	67	2390	0	0	0	0	0	0
3.00	8	2049	13	0	0	0	0	0
4.00	0	4219	32	208	0	18	0	18
6.00	0	1451	0	28	0	0	0	0
7.00	26	2994	8	0	0	6	6	0
8.00	4	1781	11	0	0	0	0	0
9.00	286	3714	0	47	0	60	13	0
10.00	85	1709	23	8	0	5	5	0
11.01	0	836	53	10	0	0	0	0
11.02	52	1367	3	25	0	14	14	0
102.01	59	3710	32	46	0	0	0	0
102.02	289	1660	44	101	13	21	3	0
103.01	14	1055	0	0	0	0	0	0
103.02	86	1335	32	104	66	31	20	11
104.00	30	1013	10	3	0	0	0	0
105.00	216	432	0	138	25	27	27	0
106.00	509	1528	36	42	0	0	0	0
107.00	20	894	0	0	0	0	0	0
9800.00	0	29	0	0	0	0	0	0

RECOMMENDED MEDIA PLAN
TV – WRBJ-TV, WTOK-TV, WMAW-TV, WMDN, WGBC **PRINT – *Meridian Star* daily newspaper** **RADIO – WQST-FM, WHJA, WMAW-FM,** **BILLBOARDS – Panel 40143, Meridian, MS – highest number of impressions in county**

CURRENT CCC
City of Meridian Mayor's Office – Meridian **Multi-County Community Service Agency - Meridian** **Multi-County CSA - Finance Division – Meridian** **City of Meridian – Meridian** **Meridian City Council – Meridian**

LAWRENCE COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9601.00	81.1	4559	332	4	402	186	4559	762	153
9602.00	76.1	4642	355	4	339	223	4622	801	90
9603.00	78.9	3458	103	0	264	86	3458	669	198

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9601.00	62	1885	2	0	0	0	0	0
9602.00	6	1928	40	4	0	0	0	0
9603.00	0	445	31	0	0	0	0	0

RECOMMENDED MEDIA PLAN
TV – WHLT **PRINT – *Lawrence County Press* daily newspaper** **RADIO – WJDX, WSJC, WIIN** **BILLBOARDS - N/A**

CURRENT CCC
Town of Monticello – Monticello

LEAKE COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET

			5 YEARS OLD						
401.00	84.1	3111	290	0	151	99	3111	435	265
404.00	72	6766	411	17	652	312	6488	873	467
405.00	73.1	3194	214	126	276	205	3100	542	154
406.00	71	6114	386	294	903	437	5706	578	186
407.00	78.6	3751	264	0	324	190	3741	647	168

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
401.00	0	516	56	0	0	0	0	0
404.00	10	2672	627	7	0	0	0	0
405.00	419	1241	0	8	0	0	0	0
406.00	559	2776	680	34	0	85	48	6
407.00	27	2562	0	0	0	0	0	0

RECOMMENDED MEDIA PLAN

TV – WLBT, WAPT, WTOK-TV, WMAW-TV, WMDN, WMAB-TV, WTVA
PRINT – N/A
RADIO – WQST-FM, WJDX, WSFZ, WSJC, WJNT, WIIN
BILLBOARDS - N/A
EVENTS – Pickin 35, 50 Mile Yard Sale, April 2020, estimated attendance – 3,000

CURRENT CCC

N/A

LEE COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET

			5 YEARS OLD						
9501.01	79.9	5385	388	99	421	280	5385	461	617
9501.02	81.7	3973	286	23	425	185	3871	600	211
9502.01	74.9	7620	517	32	736	84	7620	630	286
9502.02	82.1	5535	385	53	521	95	5535	530	386
9503.01	82.2	5143	310	116	348	194	5139	544	241
9503.02	75.2	3124	175	22	317	162	3108	375	200
9504.01	83.4	4030	330	110	655	305	3911	496	305
9504.02	90.2	7410	609	169	594	249	7404	427	222
9505.00	86.3	5955	451	123	805	566	5668	500	199
9506.01	81.6	3798	253	96	420	143	3791	303	192
9506.02	67.3	4300	236	40	1073	351	4088	403	259
9507.00	75.3	3510	200	50	818	301	3172	410	305
9508.00	73.6	3224	244	100	514	330	3216	184	187
9509.01	84.3	3297	221	34	300	192	3297	146	109
9509.02	77.5	4566	393	237	1001	338	4530	541	297
9510.01	77.3	4355	431	86	417	166	4349	529	317
9510.02	57.1	3718	265	51	924	237	3683	805	249
9511.00	79.5	5897	206	27	343	299	5897	625	376
9800.00	99999	0	0	0	0	0	0	0	0

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.01	213	846	4	27	0	3	3	0
9501.02	20	896	5	23	0	0	0	0
9502.01	253	760	130	0	0	53	53	0
9502.02	80	240	0	126	0	0	0	0
9503.01	325	239	9	0	0	54	54	0
9503.02	75	645	11	31	0	0	0	0
9504.01	114	2194	55	4	0	0	0	0
9504.02	18	931	0	361	0	35	0	15
9505.00	68	2377	61	67	0	34	0	0
9506.01	31	833	0	8	0	27	10	0
9506.02	51	1926	0	6	0	35	35	0
9507.00	66	1726	9	1	0	0	0	0
9508.00	130	1227	65	52	14	36	22	14
9509.01	50	1423	32	49	0	0	0	0
9509.02	427	2409	0	113	0	49	49	0
9510.01	87	1732	13	0	0	12	12	0
9510.02	92	2692	109	21	21	7	7	0
9511.00	67	1879	0	27	6	0	0	0
9800.00	0	0	0	0	0	0	0	0

RECOMMENDED MEDIA PLAN
TV – WMAE-TV, WCBI-TV, WTVA, WEPH, WLOV-TV **PRINT – *Northeast Mississippi Daily Journal* daily newspaper** **RADIO – WCPC, WSYE, WMAE-FM** **BILLBOARDS – Panel 22526, Tupelo, MS – highest number of impressions in county (1 of 2)**

CURRENT CCC
City of Baldwyn MS – Baldwyn **Lee County Board of Supervisors – Tupelo** **City of Tupelo – Tupelo**

LEFLORE COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET

9501.00	58.1	949	42	12	115	18	949	199	13
9502.00	70.2	3613	558	0	877	416	3411	759	52
9503.00	52.2	5258	276	157	936	357	4410	856	100
9504.00	68	4805	216	136	454	345	4707	738	159
9506.00	76.3	4800	269	56	448	189	4632	647	34
9507.00	72.3	2311	100	34	507	138	2274	567	18
9508.00	66.6	4129	436	38	1054	436	4129	941	56
9509.00	66.5	4248	396	62	941	424	4248	1020	48

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	50	381	0	3	4	0	0	0
9502.00	22	2662	0	0	0	0	0	0
9503.00	285	4125	0	0	0	14	14	0
9504.00	183	4033	0	0	0	50	50	0
9506.00	9	1219	10	113	0	0	0	0
9507.00	100	1801	0	0	0	0	0	0
9508.00	10	4048	0	50	148	19	0	19
9509.00	114	3964	4	59	0	11	0	11

RECOMMENDED MEDIA PLAN

TV – WFXW, WABG-TV, WMAO-TV, WTVA
PRINT – *Greenwood Commonwealth* daily newspaper
RADIO – WABG, WJDX, WJNT, WIIN
BILLBOARDS – Panel 114, Greenwood, MS – only one available in county
EVENTS – Greenwood Gravel Grind, bike ride, April 24-25, 2020, estimated attendance – 1,000

CURRENT CCC

Leflore County Chancery Clerk – Greenwood
Town of Schlater MS – Schlater

LINCOLN COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	81.9	3856	307	0	351	212	3856	591	233

9502.00	84.6	5434	276	0	274	263	5434	947	318
9503.00	86	7578	575	18	439	241	7556	1134	318
9504.00	84.1	7090	244	0	478	317	7085	1058	539
9505.00	77.7	4953	399	0	932	405	4508	697	141
9506.00	81.3	5631	409	156	741	468	5547	592	296

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	14	1306	0	0	0	0	0	0
9502.00	75	1221	0	0	0	0	0	0
9503.00	42	1019	0	0	0	0	0	0
9504.00	158	1501	0	0	0	0	0	0
9505.00	5	3246	4	0	0	0	0	0
9506.00	75	2424	0	254	0	28	28	0

RECOMMENDED MEDIA PLAN
TV – WLBT **PRINT – *Brookhaven Daily Leader* daily newspaper** **RADIO – WJDX, WMSI-FM, WSJC, WIIN** **BILLBOARDS - N/A**

CURRENT CCC
NA

LOWNDES COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
1.01	85.5	6499	527	141	560	116	6499	310	139
1.02	80.4	2863	231	22	330	198	2863	239	200

2.00	77.6	1640	249	154	600	63	1567	16	13
3.00	79.4	7714	438	450	1020	416	7670	280	304
4.01	78.9	7229	550	187	1007	426	7218	608	217
4.03	81.2	4618	210	0	446	245	4618	544	96
4.04	86.9	4136	171	182	211	149	4136	185	70
5.00	82.6	4133	171	18	314	231	3907	384	122
6.00	79.3	3668	312	11	881	420	3559	445	166
7.00	78.5	5570	508	219	1063	351	4570	852	120
8.00	80.4	2402	80	0	638	212	2402	587	25
9.00	78.2	4963	241	184	1381	324	4881	621	285
10.00	74.3	2350	83	60	186	118	2322	210	130
11.00	73.1	1773	155	0	121	164	1773	252	95

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
1.01	80	704	19	18	0	3	0	0
1.02	0	1178	19	0	0	0	0	0
2.00	269	220	93	71	8	36	19	0
3.00	186	2386	22	258	31	35	0	0
4.01	32	2090	0	0	0	0	0	0
4.03	12	2697	9	0	0	0	0	0
4.04	320	504	0	0	0	40	40	0
5.00	17	2609	31	0	0	0	0	0
6.00	0	2881	25	0	0	0	0	0
7.00	19	3983	23	81	10	0	0	0
8.00	0	2122	0	0	0	0	0	0
9.00	186	2723	33	198	0	80	50	0
10.00	80	825	0	52	0	38	12	0

RECOMMENDED MEDIA PLAN

TV – WCBI-TV, WMAB-TV, WTVA, WEPH
PRINT – *Commercial Dispatch* daily newspaper
RADIO – WCPC, WSYE, WKBB
BILLBOARDS - N/A
EVENTS – Market Street Festival, family-oriented, May 1-2, 2020, estimated attendance – 40,000

CURRENT CCC
City of Columbus – Columbus

MADISON COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
301.01	85	7010	354	205	299	185	6853	293	21
301.04	81.1	2839	160	473	407	53	2839	112	90
301.05	73	3324	159	136	461	166	2701	197	33
301.06	65.2	4997	177	522	1980	400	4875	487	183
301.07	76.3	2771	191	146	742	89	2771	149	146
301.08	69.6	5199	457	81	1792	722	5199	304	237

302.01	83.4	8965	428	107	132	121	8965	213	47
302.02	85.8	4656	231	233	180	134	4647	67	27
302.03	81.8	3171	197	99	285	153	3171	141	82
302.04	85.4	4098	355	232	99	129	4098	72	0
302.05	87	2520	28	219	115	44	2520	67	9
302.06	86.9	1846	46	133	141	14	1737	148	17
303.01	87.4	5681	254	286	17	147	5673	33	89
303.02	75.9	7063	375	68	402	367	7063	685	140
304.00	78.5	16235	1296	489	1162	406	15801	637	247
305.00	65.3	7810	1015	302	1793	895	7705	1343	143
306.00	74.3	3427	157	81	500	282	3329	459	52
307.00	74.2	832	91	48	164	46	816	136	11
308.00	70.8	2160	145	82	297	191	2160	249	112
309.00	76.7	5821	424	28	246	385	5821	816	154
310.00	73.6	1787	55	0	57	99	1779	460	14

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
301.01	127	855	54	165	0	0	0	0
301.04	0	165	29	343	0	27	0	5
301.05	322	1710	4	17	4	17	17	0
301.06	542	2326	12	161	0	77	52	0
301.07	56	446	0	63	7	0	0	0
301.08	266	3847	0	146	0	14	14	0
302.01	72	2499	0	130	0	0	0	0
302.02	13	350	7	405	32	9	0	9
302.03	0	443	7	198	0	50	50	0
302.04	91	565	31	121	0	20	0	0
302.05	8	338	15	397	0	19	0	0
302.06	34	231	0	95	0	0	0	0
303.01	57	865	24	113	0	0	0	0
303.02	53	3480	16	0	0	0	0	0
304.00	149	3872	42	407	21	0	0	0
305.00	614	7018	0	0	0	91	91	0
306.00	154	2738	3	0	0	13	13	0
307.00	93	536	0	0	0	14	14	0
308.00	149	1307	6	0	0	42	42	0
309.00	121	4146	46	15	0	0	0	0
310.00	5	1584	0	0	0	0	0	0

RECOMMENDED MEDIA PLAN

TV – WLBT, WAPT, WDBD, WRBJ-TV, WLOO
PRINT – *Madison County Journal* weekly newspaper
RADIO – WXTN, WIIN, WJDX, WJNT, WSFZ
BILLBOARDS - N/A

CURRENT CCC
City of Madison CCC – Madison

MARION COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	78	5665	490	77	354	133	5665	840	373
9502.00	72.3	3262	151	49	203	146	3224	543	92
9503.00	78.5	3238	205	0	356	236	3131	553	71
9504.00	78.8	3747	192	91	550	191	3137	643	81
9505.00	80.8	4560	307	59	323	308	4539	614	368
9506.00	77.5	4994	218	9	280	201	4981	606	275

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	77	995	0	79	16	58	19	39
9502.00	13	682	78	0	0	0	0	0
9503.00	122	2063	36	24	0	0	0	0
9504.00	65	1147	13	11	0	0	0	0
9505.00	78	2591	0	74	0	0	0	0
9506.00	24	762	0	0	0	0	0	0

RECOMMENDED MEDIA PLAN
TV – WHLT, WDAM-TV **PRINT – N/A** **RADIO – WHJA, WSJC** **BILLBOARDS - N/A**

CURRENT CCC
City of Columbia – Columbia

MARSHALL COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	68.9	5889	89	72	313	182	5889	937	342
9502.00	73.3	8118	641	381	885	263	8061	1298	557
9503.00	76.9	6179	355	45	211	170	6179	818	326
9504.01	74.7	2718	283	0	654	286	2709	679	131
9504.02	76.2	4957	255	31	612	267	3146	668	194
9505.00	75.2	8120	547	24	481	403	7998	1302	438

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	260	2045	0	0	0	0	0	0
9502.00	649	2847	48	52	0	25	25	0
9503.00	209	2580	11	0	0	0	0	0
9504.01	0	2414	50	0	0	30	30	0
9504.02	67	3853	0	0	0	14	14	0
9505.00	71	3690	73	9	0	16	9	7

RECOMMENDED MEDIA PLAN

TV – WBUY-TV, WMAE-TV
PRINT – N/A
RADIO – WMAE-FM, MWAV-FM, WZLQ
BILLBOARDS - N/A

CURRENT CCC

Rust College – Holly Springs
The Rust College Community Development Association – Holly Springs
Town of Byhalia – Byhalia

MONROE COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	79.6	5444	299	26	317	97	5444	740	247
9502.00	83.7	7073	330	0	619	262	7073	1363	345
9503.00	81.8	3912	263	30	514	147	3898	390	250
9504.00	79	3327	189	29	502	246	3116	545	167
9505.01	86.8	3448	209	7	249	184	3448	478	246
9505.02	82.8	3987	179	66	239	135	3962	646	206
9506.00	85.6	3319	266	24	228	168	3319	568	150
9507.00	80.6	2303	151	7	391	146	2220	359	96

9508.00	78.4	3154	222	24	461	265	3011	406	196

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	94	198	36	0	4	15	0	0
9502.00	115	2743	0	0	0	0	0	0
9503.00	10	399	0	8	0	0	0	0
9504.00	0	1553	0	76	0	0	0	0
9505.01	0	311	7	0	0	0	0	0
9505.02	141	398	0	15	0	0	0	0
9506.00	0	1883	15	0	0	0	0	0
9507.00	30	1507	13	7	0	0	0	0
9508.00	31	2183	164	0	0	24	24	0

RECOMMENDED MEDIA PLAN
TV – WCBI-TV, WMAB-TV, WTVA, WEPH **PRINT – N/A** **RADIO – WCPC, WSYE, WKBB** **BILLBOARDS - N/A**

CURRENT CCC
Monroe County Board of Supervisors – Aberdeen

MONTGOMERY COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	78.2	2654	128	0	271	147	2654	439	127
9502.00	79.7	2763	116	61	177	77	2730	477	113
9503.00	80.1	4892	380	30	726	505	4783	686	119

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	10	1193	3	0	0	0	0	0

9502.00	225	905	2	0	0	34	34	0
9503.00	0	2387	218	44	0	30	0	30

RECOMMENDED MEDIA PLAN
TV – WCBI-TV, WMAB-TV, WEPH **PRINT – N/A** **RADIO – WFCA, WJDX, WMAB-FM** **BILLBOARDS - N/A**

CURRENT CCC
N/A

NESHOBA COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
101.00	79.7	5540	244	19	317	293	5540	809	354
102.00	84.7	2902	132	0	157	70	2902	426	291
104.00	77.6	3695	334	38	527	304	3622	479	174
105.00	78.2	3300	212	121	598	327	3135	289	227
106.00	69.6	5252	447	53	534	336	5121	726	320
107.00	78.2	4459	294	26	448	192	4390	660	386
9401.00	48.3	4289	385	63	275	466	4191	373	222

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
101.00	19	1161	574	31	0	19	19	0
102.00	0	470	150	0	0	0	0	0
104.00	97	2235	140	59	0	10	0	10
105.00	169	1462	113	17	0	0	0	0
106.00	215	161	682	36	0	0	0	0
107.00	26	840	63	0	0	0	0	0
9401.00	47	149	3505	72	0	80	0	13

RECOMMENDED MEDIA PLAN

TV – WTOK-TV, WMAW-TV, WMDN, WGBC, WCBI-TV, WMAB-TV, WTVA
PRINT – *Neshoba Democrat* daily newspaper
RADIO – WQST-FM, WJDX, WMAW-FM, WMAB-FM
BILLBOARDS – Panel 43010, Philadelphia, MS – highest number of impressions in county
EVENTS – Neshoba County Fair, County Fair, July 24-30, 2020
Ham Jams Arts Festival, art festival, April 2020, estimated attendance -12,000

CURRENT CCC

N/A

NEWTON COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
501.00	80.3	3044	179	0	92	53	3044	370	162
502.00	71.9	3572	244	37	329	201	3572	583	154
503.00	69.7	6329	285	28	521	345	5752	681	299
504.00	81.8	4927	351	145	308	390	4927	658	405
505.00	81.4	3565	331	54	541	355	3467	459	238

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING

501.00	0	158	36	0	0	0	0	0
502.00	13	940	103	28	0	2	2	0
503.00	96	1591	1023	0	0	24	11	0
504.00	180	1554	27	48	0	33	33	0
505.00	98	2399	0	36	5	0	0	0

RECOMMENDED MEDIA PLAN

TV – WRBJ-TV, WTOK-TV, WMAW-TV, WMDN, WGBC
PRINT – N/A
RADIO – WQST-FM, WJDX, WSJC, WMAW-FM
BILLBOARDS – Panel 40101, Newton, MS – only one available in county
EVENTS – Loose Caboose Festival, Delta Carnival, March 28, 2020, estimated attendance – 7,000
Union Day, family-oriented, June 2020, estimated attendance – 1,500

CURRENT CCC

N/A

NOXUBEE COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	79.4	4944	216	119	375	255	4861	807	498
9502.00	73.3	3593	304	16	305	210	3593	587	263
9503.00	73.5	2405	251	18	362	207	2226	345	184

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	106	3325	12	0	0	19	19	0
9502.00	4	2606	8	4	0	0	0	0
9503.00	38	2002	0	0	0	4	4	0

RECOMMENDED MEDIA PLAN
TV – WCBI-TV, WMAB-TV, WTVA **PRINT – N/A** **RADIO - WCPC, WSYE, WMAB-FM** **BILLBOARDS - N/A**

CURRENT CCC
Noxubee County Board of Supervisors - District 1 - Macon **Noxubee County Board of Supervisors - District 2 - Macon** **Noxubee County Board of Supervisors - District 3 - Macon** **Noxubee County Board of Supervisors - District 4 - Macon** **Noxubee County Board of Supervisors - District 5 – Macon** **Town of Brooksville Board of Alderman - Ward 3 - Brooksville** **Town of Brooksville Board of Alderman - Ward 4 - Brooksville** **Town of Brooksville Board of Alderman - Ward 5 - Brooksville**

OKTIBBEHA COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	69.2	8808	254	399	1386	227	8023	532	426
9502.00	77.7	6261	492	146	1128	361	6261	843	357
9503.00	77.5	3852	240	130	629	220	3772	543	123
9504.00	70.7	7422	129	239	1385	111	4340	174	387
9505.00	79.5	4314	225	138	936	114	4238	391	136
9506.01	71.7	5034	124	289	527	28	3899	92	44
9506.02	76.7	5932	647	531	1590	361	5900	402	243
9507.00	82.9	7769	451	191	556	306	7725	742	609

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING

9501.00	283	3439	48	474	0	35	23	12
9502.00	24	2042	10	260	0	11	0	11
9503.00	0	2535	6	179	0	37	0	15
9504.00	28	1694	0	223	0	31	0	22
9505.00	59	1535	35	71	12	7	0	7
9506.01	119	1309	31	214	8	17	12	5
9506.02	240	3006	106	147	0	17	0	17
9507.00	60	3099	73	137	0	52	17	35

RECOMMENDED MEDIA PLAN

TV – WCBI-TV, WMAB-TV, WTVA, WEPH
PRINT – *Starkville Daily News* daily newspaper
RADIO – WCPC, WSYE, WMAB-FM
BILLBOARDS - N/A

CURRENT CCC

The SOUL Government and Policy Subcommittee – Starkville

PANOLA COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	69.6	8075	640	11	946	397	8075	1685	201
9502.00	77.4	2977	236	26	382	153	2917	455	107
9503.00	65.9	4666	229	21	303	97	4548	918	402
9504.00	73.7	4897	108	37	238	150	4897	820	493
9505.00	74.8	6792	423	193	568	493	6792	745	294
9506.00	76.3	6822	849	72	951	561	6749	832	213

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	47	5595	32	0	0	0	0	0
9502.00	28	2164	9	0	0	10	10	0
9503.00	126	1525	18	0	0	0	0	0
9504.00	70	1524	0	0	0	37	37	0

9505.00	265	3180	1	4	0	0	0	0
9506.00	63	3522	0	28	28	0	0	0

RECOMMENDED MEDIA PLAN
TV – WTVA **PRINT – N/A** **RADIO – WKRA, WMAV-FM** **BILLBOARDS – Panel 61029, Panola, MS – highest number of impressions in county**

CURRENT CCC
South Panola School District – Batesville **North Panola Career & Technical – Sardis**

PEARL RIVER COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	80.8	5669	331	98	407	307	5631	820	494
9502.00	78.5	5053	77	21	255	211	4742	632	286
9503.00	81.5	3379	155	24	322	177	2568	215	85
9504.01	78.8	6759	424	52	227	127	6759	445	293
9504.02	76.4	7253	510	112	353	314	7239	645	265
9505.01	82.2	7183	405	176	510	324	6857	712	288
9505.02	83.6	8235	350	243	478	182	8235	443	128
9506.00	79	4265	189	90	670	191	4150	381	70
9507.00	68.8	7253	680	82	1630	585	7241	764	245

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	9501.00	80.8	5669	331	98	407	307	5631
9502.00	9502.00	78.5	5053	77	21	255	211	4742

9503.00	9503.00	81.5	3379	155	24	322	177	2568
9504.01	9504.01	78.8	6759	424	52	227	127	6759
9504.02	9504.02	76.4	7253	510	112	353	314	7239
9505.01	9505.01	82.2	7183	405	176	510	324	6857
9505.02	9505.02	83.6	8235	350	243	478	182	8235
9506.00	9506.00	79	4265	189	90	670	191	4150
9507.00	9507.00	68.8	7253	680	82	1630	585	7241

RECOMMENDED MEDIA PLAN

TV – WLOX, WXXV-TV
PRINT – *Picayune Item* daily newspaper
RADIO – WZKX, WHJA, WSJC
BILLBOARDS – Panel 7512, Picayune, MS – highest number of impressions in county

CURRENT CCC

City of Picayune – Picayune

PERRY COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.01	67.9	4664	175	16	367	170	4579	705	388
9501.02	70.1	3526	276	7	183	173	3526	389	449
9502.00	68.1	3857	276	9	254	192	3838	429	391

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.01	78	613	0	0	0	0	0	0
9501.02	55	653	0	18	0	0	0	0
9502.00	78	613	0	0	0	0	0	0

RECOMMENDED MEDIA PLAN

TV – WXXV-TV, WDAM-TV, WRBJ-TV
PRINT – N/A
RADIO – WHJA, WSJC
BILLBOARDS - N/A

CURRENT CCC
N/A

PIKE COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.01	79.4	4695	300	0	296	325	4677	723	168
9501.02	83.1	4261	278	67	232	168	4250	484	278
9502.00	73.3	5396	354	34	429	243	4947	784	94
9503.00	67.9	4858	256	0	1098	531	4708	911	127
9504.00	72.9	3104	248	73	633	112	2875	486	109
9505.00	77.5	6919	853	12	1108	695	6919	841	80
9506.00	77.7	6637	390	15	653	455	6350	1286	211
9507.00	79	3893	133	26	281	207	3852	900	97

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.01	0	1664	141	39	0	50	50	0
9501.02	182	984	115	0	0	0	0	0
9502.00	176	2610	15	108	5	8	8	0

9503.00	209	4190	22	0	0	71	51	0
9504.00	23	1322	32	48	0	11	11	0
9505.00	0	4711	0	0	0	37	37	0
9506.00	9	4114	0	24	0	64	64	0
9507.00	23	1782	28	46	0	0	0	0

RECOMMENDED MEDIA PLAN

TV – N/A
PRINT – *Enterprise-Journal* daily newspaper
RADIO – WSJC, WMAU-FM
BILLBOARDS – Panel 611, McComb, MS – highest number of impressions in the county
EVENTS – Iron Horse Music & Heritage Festival, family-oriented, June 13, 2020, estimated attendance – 3,500

CURRENT CCC

City of Magnolia – Magnolia
City of McComb – McComb
Town of Osyka – Osyka
Town of Summit – Summit

PONTOTOC COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.01	80	4046	223	8	330	128	4046	507	373
9501.02	74.4	6050	466	296	753	435	5905	884	579
9502.00	79.4	5658	524	184	487	309	5658	456	560
9503.00	84	5546	345	412	670	297	5380	760	71
9504.00	83.7	4403	361	48	399	213	4403	708	578
9505.00	85.2	5372	228	160	351	216	5324	668	379

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.01	32	1087	17	5	0	0	0	0
9501.02	590	1232	10	0	0	154	151	0
9502.00	399	330	145	0	0	39	39	0
9503.00	611	1176	4	286	50	0	0	0
9504.00	48	811	0	0	0	28	28	0

9505.00	260	287	0	0	0	60	35	0

RECOMMENDED MEDIA PLAN
TV – WMAE-TV, WCBI-TV, WTVA, WEPH **PRINT – N/A** **RADIO – WMAE-FM, WSYE, WZLQ** **BILLBOARDS - N/A**

CURRENT CCC
N/A

PRENTISS COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	88.1	5846	323	36	492	183	5713	866	486
9502.00	79.6	6011	442	65	437	233	5990	511	337
9503.00	84.6	6747	386	73	1127	290	5731	618	306
9504.00	85.8	4805	148	7	281	134	4805	874	547
9505.00	79.5	1980	253	8	441	156	1951	196	274

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	63	313	0	0	0	21	21	0
9502.00	86	453	29	30	0	0	0	0
9503.00	119	1930	17	0	0	0	0	0
9504.00	76	83	0	7	0	0	0	0
9505.00	9	1049	36	0	0	0	0	0

RECOMMENDED MEDIA PLAN

TV – WMAE-TV
PRINT – N/A
RADIO – WCPC, WELO
BILLBOARDS - N/A

CURRENT CCC
City of Booneville – Booneville

QUITMAN COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	47	2165	171	15	243	180	2165	420	158
9502.00	79.5	1717	100	0	232	183	1620	374	119
9503.00	71.3	3655	217	47	584	220	3575	737	318

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	43	1900	0	0	0	0	0	0
9502.00	0	1349	0	3	0	0	0	0
9503.00	55	2138	0	6	0	0	0	0

RECOMMENDED MEDIA PLAN

TV – WABG-TV
PRINT – N/A
RADIO – WYMX, WMAV-FM
BILLBOARDS - N/A

CURRENT CCC
City of Marks – Marks

RANKIN COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
201.01	76.5	4811	248	88	362	140	4798	370	247
201.02	85	11583	647	336	567	441	11550	588	158
202.06	80.2	9698	444	246	951	336	9668	317	238
202.07	79.9	6739	384	529	1493	305	6320	587	319
202.08	88.2	6545	292	210	77	86	6545	482	205
202.09	78.3	4468	167	18	305	144	4429	92	167
202.10	82.9	4857	244	72	33	43	4857	176	118
202.11	79.3	8648	970	293	619	205	8616	325	241
202.12	85.3	3149	183	133	37	42	3149	12	60
202.13	66.7	1515	166	65	335	91	1515	85	23
203.01	79.8	3146	236	32	363	149	3146	342	109
203.02	79.2	8426	560	179	1495	342	8147	442	316
204.01	75.8	4337	245	546	578	211	4337	220	96
204.02	81	6197	393	127	790	189	6072	431	245
205.00	83.3	4334	8	0	12	0	371	0	0

206.00	77.5	9116	569	301	1344	616	9047	551	455
207.01	75.9	1053	9	123	279	66	1053	87	128
207.03	78.2	2006	119	99	201	61	1963	61	41
207.04	70.7	5495	496	92	785	441	5434	435	345
208.01	84.4	2418	74	20	115	91	2085	61	12
208.02	84.6	13302	1203	315	1172	847	13233	730	537
208.03	82.4	2181	111	38	103	65	2173	144	35
209.00	82.8	7834	430	35	374	348	7790	986	392
210.01	81.1	5715	386	0	434	255	5686	365	218
210.02	82.7	6924	478	167	516	268	6841	565	176
210.03	84.5	5081	338	7	334	210	5072	473	136
9800.00	92	67	0	0	0	0	67	4	0

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
201.01	0	1233	23	49	0	0	0	0
201.02	106	1951	0	417	0	21	0	21
202.06	41	1867	84	167	42	77	45	32
202.07	450	1737	0	182	0	47	47	0
202.08	185	560	52	36	0	21	21	0
202.09	125	373	24	22	0	0	0	0
202.10	27	730	0	37	0	9	9	0
202.11	62	1241	24	529	23	40	0	22
202.12	31	355	0	138	0	8	0	8
202.13	43	288	0	76	0	6	0	6
203.01	27	496	0	0	0	0	0	0
203.02	392	1852	76	232	38	15	0	15
204.01	649	825	11	6	0	42	42	0
204.02	139	1200	28	59	0	20	20	0
205.00	25	2307	83	0	0	0	0	0
206.00	250	3949	129	54	0	53	0	0
207.01	154	135	4	0	0	20	20	0
207.03	90	183	10	27	0	13	0	0
207.04	441	642	32	0	0	0	0	0
208.01	41	320	0	0	0	0	0	0
208.02	229	3968	0	107	0	0	0	0
208.03	50	108	4	0	0	0	0	0
209.00	31	1790	0	0	0	0	0	0
210.01	0	660	11	16	0	0	0	0
210.02	338	1280	59	0	3	0	0	0
210.03	39	850	0	0	0	0	0	0
9800.00	0	14	0	0	0	0	0	0

RECOMMENDED MEDIA PLAN
TV – WLBT, WAPT, WDBD, WRBJ-TV, WLOO **PRINT – N/A** **RADIO – WTWZ, WQST-FM, WJDX, WJLV, WHJA, WSJC, WJNT** **BILLBOARDS – Panel 60076, Pearl, MS – highest number of impressions in county**

CURRENT CCC
Friendship Baptist Church – Brandon **Greater New Friendship CCC – Brandon** **Rankin County Board of Supervisors – Brandon** **Rankin County Mississippi Complete Count Committee**

SCOTT COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
201.00	77.7	6645	582	100	716	684	6605	1240	264
202.00	77.7	4613	337	21	270	335	4559	653	228
203.00	65.8	5310	307	70	490	411	5304	891	285
204.00	61.4	3129	322	609	440	246	2981	442	31
205.00	75.2	5017	273	884	797	401	4926	730	128
206.00	81.1	3685	319	30	206	191	3685	505	147

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
201.00	628	2699	116	0	0	97	97	0
202.00	35	2150	0	21	0	21	12	9
203.00	84	1167	0	21	0	0	0	0
204.00	854	1362	15	0	0	159	159	0

205.00	1379	2301	0	31	0	216	215	0
206.00	89	1277	89	0	0	0	0	0

RECOMMENDED MEDIA PLAN
TV – WLBT, WAPT, WDBD, WRBJ-TV, WLOO, WTOK-TV, WMAW-TV, WMDN, WGBC **PRINT – N/A** **RADIO – WTWZ, WJDX, WSJC, WJNT** **BILLBOARDS - N/A**

CURRENT CCC
N/A

SHARKEY COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	63.2	2511	143	76	332	125	2511	355	117
9502.00	70.4	2120	95	0	353	147	2020	306	106

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	0	1698	0	19	0	0	0	0
9502.00	28	1652	5	0	0	0	0	0

RECOMMENDED MEDIA PLAN

TV – WABG-TV, WDBD, WLOO
PRINT – *Deer Creek Pilot* weekly newspaper
RADIO – WXTN, WABG, WYMX, WJDX, WSFZ, WSJC, WJNT, WIIN
BILLBOARDS - N/A

CURRENT CCC
N/A

SIMPSON COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	76.3	4921	341	0	224	191	4921	805	165
9502.00	75.8	3889	282	6	432	240	3859	663	99
9503.00	70.5	6317	243	16	250	247	6317	705	355
9504.00	78.3	7654	471	17	444	423	7654	1206	121
9505.00	59.8	4434	294	79	612	339	3888	539	135

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	13	2075	72	0	0	0	0	0
9502.00	16	1414	0	0	0	0	0	0
9503.00	0	1839	63	68	0	0	0	0
9504.00	13	2732	21	61	0	0	0	0

9505.00	95	1982	3	16	0	9	9	0

RECOMMENDED MEDIA PLAN
TV – WHLT, WLBT, WAPT, WDBD, WRBJ-TV, WLOO **PRINT – N/A** **RADIO – WJDX, WHJA, WSJC, WJNT, WIIN** **BILLBOARDS – Panel 4200, Magee, MS – highest number of impressions**

CURRENT CCC
Simpson County Board of Supervisors – Mendenhall **D'Lo Mississippi Town Government**

SMITH COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	81.2	5031	358	0	303	203	5031	950	153
9502.00	72.6	5737	328	20	396	141	5651	953	220
9503.00	66	5346	236	0	413	250	5342	766	298

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	13	1337	0	0	0	0	0	0
9502.00	18	878	0	16	0	0	0	0
9503.00	234	1638	0	0	0	0	0	0

RECOMMENDED MEDIA PLAN

TV – WAPT, WRBJ-TV, WTOK-TV, WMAW-TV, WMDN, WGBC
PRINT – N/A
RADIO – WJDX, WHJA, WSJC, WJNT, WIIN
BILLBOARDS – Panel 40354, Raleigh, MS – only one available in county
EVENTS – MS Watermelon Festival, family-oriented, July 18, 2020, estimated attendance – 5,000

CURRENT CCC
Smith County Board of Supervisors – Raleigh

STONE COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
201.00	69.4	4035	227	43	517	202	3567	366	247
202.01	77	7373	416	62	395	300	7310	702	490
202.02	73.6	6573	320	6	377	185	6465	868	355

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
201.00	179	1338	22	0	0	0	0	0
202.01	69	866	86	0	0	0	0	0
202.02	97	1452	47	24	0	0	0	0

RECOMMENDED MEDIA PLAN

TV – WLOX, WXXV-TV
PRINT – *Sun Herald* daily newspaper, *Stone County Enterprise* weekly newspaper
RADIO – WZKX, WAOY, WZNF
BILLBOARDS – Panel 5574, Wiggins, MS – highest number of impressions in county

CURRENT CCC
Stone County Board of Supervisors – Wiggins City of Wiggins – Wiggins

SUNFLOWER COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	71.2	6617	209	20	709	281	3300	566	252
9502.00	63	4521	298	3	608	295	4327	672	224
9503.00	61.7	2376	154	36	372	221	2372	368	96
9504.01	71.4	3463	254	68	493	238	3354	406	144
9504.02	73	5369	427	37	866	597	5293	856	161
9505.00	52.9	2425	136	23	377	229	2220	368	111
9506.00	68.8	2144	150	0	296	109	2114	312	108

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	39	4704	7	13	8	0	0	0
9502.00	89	3288	3	6	0	0	0	0
9503.00	143	1370	4	0	0	0	0	0
9504.01	103	1982	72	26	0	0	0	0
9504.02	0	5311	15	0	0	0	0	0

9505.00	45	1993	34	0	0	0	0	0
9506.00	15	1367	0	0	0	3	3	0

RECOMMENDED MEDIA PLAN
TV – WFXW, WABG-TV PRINT – *Enterprise-Tocsin* weekly newspaper RADIO – WXTN, WABG, WYMX, WJNT, WIIN BILLBOARDS - N/A EVENTS – B.B. King Homecoming Festival, music festival, June 2020, estimated attendance – 5,000

CURRENT CCC
State Representative Otis L. Anthony – Indianola Sunflower Humphries Counties Progress, Inc. – Indianola City of Moorhead – Moorhead Town of Iverness – Iverness Town of Ruleville – Ruleville

TALLAHATCHIE COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	72.3	3656	140	14	127	192	3656	634	225
9502.00	66.8	2297	156	12	352	230	2193	498	74
9503.00	65.9	6172	168	757	311	104	2346	405	139
9504.00	72.9	2427	290	21	183	230	2427	467	76

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	0	1281	1	0	11	0	0	0
9502.00	0	1584	12	12	0	0	0	0
9503.00	2155	2487	56	256	59	0	0	0
9504.00	21	1532	17	0	0	21	21	0

RECOMMENDED MEDIA PLAN

TV – WFXW, WABG-TV, WTVA, WEPH
PRINT – N/A
RADIO – WXTN, WABG, WYMX, WJDX,
BILLBOARDS - N/A

CURRENT CCC
N/A

TATE COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	80.1	5240	227	148	323	368	5153	756	222
9502.00	79.1	7319	606	35	160	352	7319	665	169
9503.01	74.8	4178	263	83	498	265	4156	645	274
9503.02	83	5787	293	31	275	277	5333	367	297
9504.00	76.7	5809	239	257	1128	420	4516	575	374

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	92	1546	0	9	56	0	0	0
9502.00	191	1552	116	0	0	35	35	0
9503.01	112	2407	19	0	0	28	16	0
9503.02	41	783	40	1	0	0	0	0
9504.00	279	2671	0	61	0	47	47	0

RECOMMENDED MEDIA PLAN
TV – WWTW **PRINT – N/A** **RADIO – WMAV-FM, WMSB** **BILLBOARDS - N/A**

CURRENT CCC
Senatobia Municipal School District – Senatobia

TIPPAH COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
77.6	4711	277	59	387	142	4711	557	366	77.6
81.8	6711	400	16	524	389	6684	944	281	81.8
79.7	2796	326	44	477	172	2708	395	171	79.7
79.1	7775	358	383	736	295	7524	675	445	79.1
77.6	4711	277	59	387	142	4711	557	366	77.6

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
77.6	16	547	0	56	0	0	0	0
81.8	107	803	0	44	0	0	0	0
79.7	151	1093	7	12	14	11	11	0
79.1	752	1494	0	21	0	10	10	0
77.6	16	547	0	56	0	0	0	0

RECOMMENDED MEDIA PLAN
TV – WMAE-TV **PRINT – N/A** **RADIO – WMAE-FM, WKRA, WCPC, WELO** **BILLBOARDS - N/A**

CURRENT CCC
N/A

TISHOMINGO COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	87.9	3136	118	8	262	50	3136	431	217
9502.00	83.3	2298	13	23	441	117	2216	331	48
9503.00	84.5	6552	456	11	545	190	6386	851	432
9504.00	81.9	7490	515	241	587	303	7457	1003	419

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	146	0	17	0	0	3	3	0
9502.00	0	182	0	0	0	0	0	0
9503.00	31	120	35	18	0	2	0	2
9504.00	394	299	60	5	0	25	25	0

RECOMMENDED MEDIA PLAN

TV – WMAE-TV
PRINT – N/A
RADIO – WMAE-FM, WELO
BILLBOARDS - N/A

CURRENT CCC
Tishomingo County Board of Supervisors – Iuka

TUNICA COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	61	5385	548	171	1441	525	5385	607	318
9502.00	62.9	4891	380	18	1048	541	4771	618	277
9800.00	99999	0	0	0	0	0	0	0	0

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	48	4179	0	86	0	26	0	0
9502.00	29	3935	3	24	0	0	0	0
9800.00	0	0	0	0	0	0	0	0

RECOMMENDED MEDIA PLAN

TV – WBUY-TV
PRINT – N/A
RADIO – WKRA, WMAV-FM,
BILLBOARDS – Panel 7001, Tunica, MS – highest impressions in county
EVENTS – Rivergate Festival, Family-Oriented, April 1-2, 2020, estimated attendance – 2,500

CURRENT CCC
Tunica County Board of Supervisors – Tunica
Nel-Win Homeowners Association – Tunica
Tunica County Healthcare Authority – Tunica
Tunica County Schools – Tunica

UNION COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	87.7	4510	327	13	271	198	4470	576	269
9502.00	81.8	4982	117	171	457	102	4982	660	323
9503.00	82.7	4591	257	283	644	115	4346	499	82
9504.00	83.1	4467	377	260	677	189	4396	401	338
9505.00	79.7	5656	450	2	538	356	5632	662	507
9506.00	80.4	3996	350	49	168	108	3996	452	236

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	38	241	0	0	0	0	0	0
9502.00	192	372	0	0	0	39	39	0
9503.00	192	1236	6	228	0	31	31	0

9504.00	720	1258	0	8	52	43	43	0
9505.00	21	481	93	15	0	0	0	0
9506.00	34	860	0	33	0	0	0	0

RECOMMENDED MEDIA PLAN
TV – WMAE-TV, WCBI-TV, WTVA **PRINT – *New Albany Gazette* semi-weekly newspaper** **RADIO – WMAE-FM, WKRA, WCPC, WZLQ** **BILLBOARDS - N/A**

CURRENT CCC
N/A

WALTHALL COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	82.8	6976	480	18	251	377	6976	1100	271
9502.00	81.3	1800	179	77	196	148	1652	320	44
9503.00	83	5894	223	7	176	246	5698	1292	193

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	0	3318	0	18	0	0	0	0
9502.00	54	882	13	54	0	17	17	0
9503.00	33	2560	0	0	0	13	0	0

RECOMMENDED MEDIA PLAN

TV – N/A
PRINT – N/A
RADIO – WSJC
BILLBOARDS - N/A

CURRENT CCC
Walthall County Board of Supervisors – Tylertown

WARREN COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	79.3	4664	292	22	454	183	4664	427	391
9502.00	76.7	3786	235	7	787	282	3786	510	150
9503.00	70.2	3318	259	10	914	386	3135	445	357
9504.00	77.9	2836	212	26	629	276	2829	492	92
9505.00	72.1	2420	173	45	516	142	2277	340	122
9506.00	76.7	5556	343	89	706	268	5434	478	373
9507.00	77.5	2072	103	27	415	126	2072	304	180
9508.00	73.5	4093	278	244	575	237	4093	397	197
9509.01	77.6	4852	404	40	424	115	4852	378	207
9509.02	73.2	4210	225	4	379	217	4210	358	241
9511.01	77.5	5023	335	0	432	151	5023	338	233
9511.02	80.2	4680	175	74	511	209	4680	329	317

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	47	1984	102	0	0	0	0	0
9502.00	0	3065	42	0	0	0	0	0
9503.00	1	3052	0	6	0	0	0	0
9504.00	74	2001	44	0	0	49	24	0
9505.00	37	1030	0	69	0	14	0	14
9506.00	0	2917	0	2	0	0	0	0
9507.00	0	1426	20	17	0	17	0	17
9508.00	35	2435	8	256	0	59	9	50
9509.01	16	544	0	24	13	0	0	0
9509.02	0	1564	0	4	0	0	0	0
9511.01	24	2012	11	0	0	0	0	0
9511.02	48	1901	0	103	0	0	0	0

RECOMMENDED MEDIA PLAN

TV – WLBT, WAPT, WDBD, WLOO
PRINT – *Vicksburg Post* daily newspaper
RADIO – WTWZ, WHLH, WJDX, WMSI-FM, WSFZ, WSJC, WJNT, WIIN
BILLBOARDS – Panel 50055, Vicksburg, MS – highest number of impressions in county
EVENTS – Vicksburg River Fest, Music & Food Festival, May 27-28, 2020, estimated attendance – 10,000
Carnaval De Mardi Gras, parade& cook off, February 22, 2020, estimated attendance – 10,000

CURRENT CCC

City of Vicksburg/County of Warren CCC – Vicksburg
United Way of Central Mississippi – Vicksburg

WASHINGTON COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
1.00	67.9	1448	199	27	205	85	1448	230	126
2.00	57.3	2027	125	23	260	133	2027	286	101
3.00	72.7	2959	421	21	476	322	2796	377	159
4.00	68.9	2460	166	0	631	242	2460	562	136
6.00	70.6	2936	154	62	734	222	2884	501	147
7.01	76.8	3839	352	104	767	294	3819	362	151
7.02	76.5	3562	230	115	796	213	3556	262	134
8.00	77.8	3249	183	23	375	181	3249	284	159
9.00	76.4	2632	158	36	403	183	2632	338	146
10.00	68.7	1026	98	0	226	55	957	180	51
11.00	71.5	1502	113	0	338	187	1483	340	52
12.00	75	2566	91	0	382	183	2436	368	75
13.00	70.9	2412	196	23	463	251	2397	203	136
14.00	68.3	3861	327	21	575	308	3861	383	142
15.00	64.4	4692	318	20	515	326	4682	672	279
16.00	77.9	1954	187	42	331	167	1954	205	129
17.00	79.5	2362	191	36	358	134	2351	441	106
20.00	62.6	1209	104	7	211	133	1205	199	52

21.00	64.5	1306	76	0	258	109	1306	184	79

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
1.00	68	739	0	0	0	5	5	0
2.00	17	1528	0	0	0	0	0	0
3.00	0	2815	0	11	0	11	0	11
4.00	0	2435	8	0	0	0	0	0
6.00	79	2735	23	0	0	23	23	0
7.01	26	2617	0	85	0	14	0	0
7.02	0	1637	66	230	0	7	0	7
8.00	25	1896	19	14	0	0	0	0
9.00	28	1746	13	0	0	0	0	0
10.00	50	993	5	0	0	18	18	0
11.00	0	1502	14	0	0	12	12	0
12.00	0	2528	30	0	0	0	0	0
13.00	53	2112	23	12	0	0	0	0
14.00	22	3408	12	17	0	0	0	0
15.00	206	993	0	0	0	10	10	0
16.00	50	1329	0	18	0	6	0	6
17.00	66	1563	0	5	8	18	13	5
20.00	7	893	4	0	0	0	0	0
21.00	0	1151	0	0	0	0	0	0

RECOMMENDED MEDIA PLAN

TV – WFXW, WABG-TV
PRINT – *Delta Democrat-Times* daily newspaper
RADIO – WXTN, WABG, WYMX, WJDX, WSJC, WJNT, WIIN
BILLBOARDS – Panel 4037, Greenville, MS – most impressions in county
EVENTS – Delta Down Home Gospel Fest, Gospel music, February 29, 2020

CURRENT CCC

Washington County Board of Supervisors – Greenville
City of Greenville City Council – Greenville
City of Greenville – Greenville
City of Leland – Leland
State Representative John Hines – Greenville
Town of Winterville – Winterville

WAYNE COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	78.5	5376	412	0	257	235	5347	579	441
9502.00	73.6	5141	447	47	821	482	5022	683	138
9503.00	81.9	4787	266	0	181	52	4708	903	556
9504.00	78.3	5154	283	6	228	221	5083	596	218

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	0	2860	13	46	0	0	0	0
9502.00	131	3208	6	80	0	14	14	0
9503.00	0	719	0	0	0	0	0	0
9504.00	0	1634	61	0	0	0	0	0

RECOMMENDED MEDIA PLAN

TV – WHLT, WDAM-TV, WRBJ-TV, WTOK-TV, WMAW-TV, WMDN
PRINT – N/A
RADIO – WHJA, WSJC
BILLBOARDS - N/A

CURRENT CCC
N/A

WEBSTER COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	76.3	4527	351	19	319	114	4511	570	378
9502.00	87.1	3260	142	26	234	186	3260	454	240
9503.00	83.3	2081	104	0	426	236	2014	251	240

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	134	469	20	37	0	4	4	0
9502.00	5	544	23	0	0	0	0	0
9503.00	6	947	0	0	0	0	0	0

RECOMMENDED MEDIA PLAN

TV – WCBI-TV, WMAB-TV, WEPH
PRINT – N/A
RADIO – WFCA, WCPC, WSYE, WMAB-FM, WZLQ
BILLBOARDS - N/A

CURRENT CCC
City of Eupora – Eupora

WILKINSON COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	64.1	4173	216	0	314	278	4090	688	199
9502.00	63.9	4911	282	0	242	181	3933	683	150

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	26	2603	0	2	0	0	0	0
9502.00	0	3892	7	4	0	0	0	0

RECOMMENDED MEDIA PLAN

TV – WNTZ-TV
PRINT – *Woodville Republican* weekly newspaper
RADIO – WJDX, WSJC
BILLBOARDS - N/A

CURRENT CCC
Wilkinson County Board of Supervisors – Woodville

WINSTON COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	80.8	2954	97	0	180	80	2687	646	201
9502.00	86.1	4207	226	0	372	296	4207	733	462
9503.00	80.8	3957	403	88	644	396	3873	580	358
9504.00	80.3	3243	123	0	332	145	3185	388	247
9505.00	78.6	4121	151	0	542	227	4086	659	442

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	12	948	58	0	0	0	0	0
9502.00	31	2367	0	0	0	0	0	0
9503.00	143	2812	41	6	0	46	46	0
9504.00	21	1551	11	0	0	0	0	0

9505.00	8	1101	120	0	2	0	0	0

RECOMMENDED MEDIA PLAN
TV – WCBI-TV, WMAB-TV, WTVA **PRINT – N/A** **RADIO – WCPC, WSYE, WMAB-FM** **BILLBOARDS - N/A**

CURRENT CCC
N/A

YALOBUSHA COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	82.5	3109	114	5	282	162	3091	683	157
9502.00	82.7	3970	314	17	603	243	3818	708	98
9503.00	77.6	5347	364	22	425	377	5306	1234	149

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	3	1198	0	0	0	0	0	0
9502.00	36	1554	5	0	5	0	0	0
9503.00	148	2248	50	21	0	21	0	21

RECOMMENDED MEDIA PLAN

TV – WCBI-TV
PRINT – N/A
RADIO – WCPC, WSYE, WMAV-FM, WZLQ
BILLBOARDS - N/A

CURRENT CCC
N/A

YAZOO COUNTY

TRACT	MAIL RATE	TOTAL POPULATION	POPULATION UNDER 5 YEARS OLD	BORN OUTSIDE THE US	RENTER	SINGLE PARENT	POVERTY	NO INTERNET	CELLULAR ONLY INTERNET
9501.00	83.8	7600	94	840	356	281	4023	547	276
9502.00	79.4	3168	316	0	455	235	3168	591	116
9503.00	77.5	4957	582	25	1103	670	4698	807	267
9504.00	79	1676	167	0	129	85	1626	266	88
9505.00	70.4	4485	558	107	949	528	4221	677	199
9506.00	83.7	5610	147	53	297	255	5610	836	306

TRACT	HISPANIC	BLACK AFRICAN AMERICAN	AMERICAN INDIAN	ASIAN	NATIVE HAWAIIAN/ ISLAND PACIFIC	LIMITED ENGLISH	SPANISH SPEAKING	ASIAN SPEAKING
9501.00	961	3707	181	128	18	0	0	0
9502.00	12	2242	20	0	0	0	0	0
9503.00	199	4538	0	46	25	0	0	0
9504.00	56	292	0	0	0	0	0	0

9505.00	234	3824	20	0	0	50	50	0
9506.00	89	1541	15	0	0	0	0	0

RECOMMENDED MEDIA PLAN

TV – WABG-TV, WAPT, WDBD, WLOO
PRINT – N/A
RADIO – WXTN, WABG, WJDX, WJLV, WMSI-FM, WSFZ, WSJC, WJNT, WIIN
BILLBOARDS – Panel 2080, Yazoo City/Benton, MS – only one available in county
EVENTS – Back Home Again, Blues Festival, May 22-24, 2020
Bentonia Blues Festival, Blues Festival, June 2020, estimated attendance – 10,000

CURRENT CCC

N/A


MISSISSIPPI