



RADIO LST PROF: WBBN-FM:MON-SUN 6AM-MID

Target Persons: 30,224 Target Intab: 119
LAUREL-HATTIESBURG, MS
Qualitative Diary, Fall 2003

Gender

43.8	% Male	56.2	% Female
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Employment Status

Full-Time	48.9%
Part-Time	18.2%
Not Employed	32.9%

Education



17.9% Less Than 12th Grade	30.4% High School Graduate	34.5% Some College	17.3% College Degree or More
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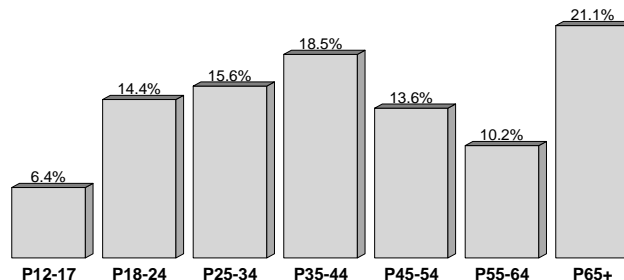
Home Ownership

Own	91.4%
Rent	6.2%
Other	2.4%

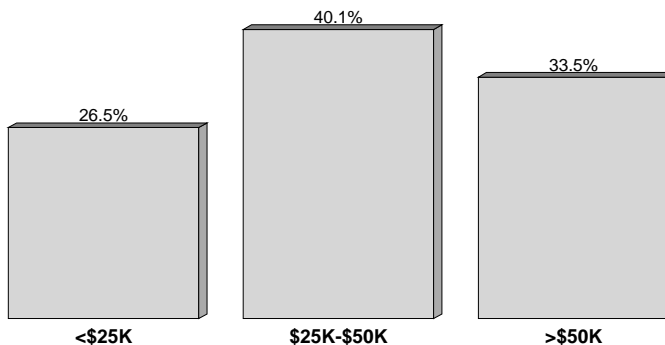
Presence of Children Under 12 in Household

None	76.6%
1 Child	13.9%
2 Children	7.9%
3 Or More Children	1.6%

Demographic Breakout



Household Income



This report is based on Persons 12+ in LAUREL-HATTIESBURG, MS METRO - Std

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Estimates displayed are reported for % Composition.

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