



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

Target Persons: 11,650 Target Intab: 48
LAUREL-HATTIESBURG, MS
Qualitative Diary, Fall 2003

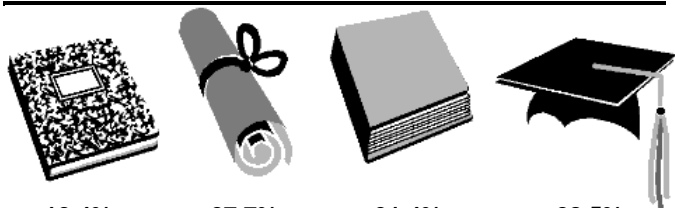
Gender

45.5	% Male	54.5	% Female
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Employment Status

Full-Time	67.8%
Part-Time	19.8%
Not Employed	12.3%

Education



12.4%
Less Than
12th Grade

27.7%
High School
Graduate

31.4%
Some College

28.5%
College Degree
or More

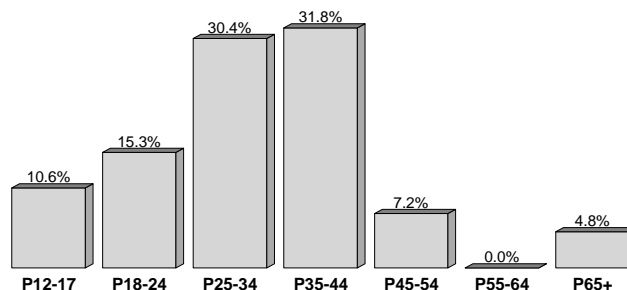
Home Ownership

Own	87.6%
Rent	7.6%
Other	4.8%

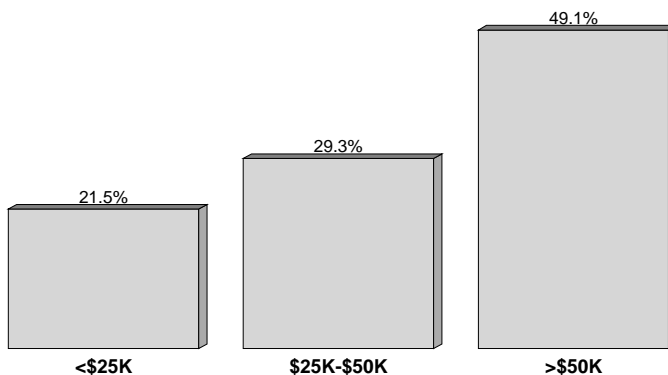
Presence of Children Under 12 in Household

None	58.5%
1 Child	17.1%
2 Children	20.4%
3 Or More Children	4.1%

Demographic Breakout



Household Income



This report is based on Persons 12+ in LAUREL-HATTIESBURG, MS METRO - Std
RADIO LST PROF: WKZW-FM:MON-SUN 6AM-MID (WKZW-FM is Mon-Sun 6am-Mid)

Estimates displayed are reported for % Composition.

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