



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

Target Persons: 10,840 Target Intab: 41
LAUREL-HATTIESBURG, MS
Qualitative Diary, Fall 2003

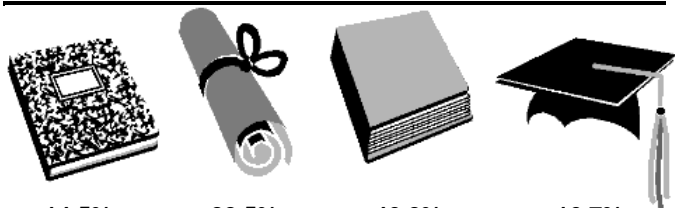
Gender

46.3	% Male	53.7	% Female
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Employment Status

Full-Time	38.9%
Part-Time	6.4%
Not Employed	54.7%

Education



14.5% Less Than 12th Grade	22.5% High School Graduate	46.2% Some College	16.7% College Degree or More
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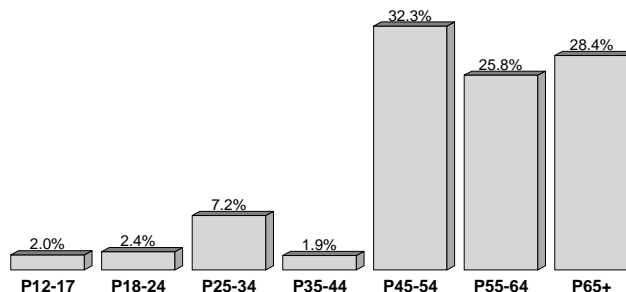
Home Ownership

Own	93.7%
Rent	2.0%
Other	4.3%

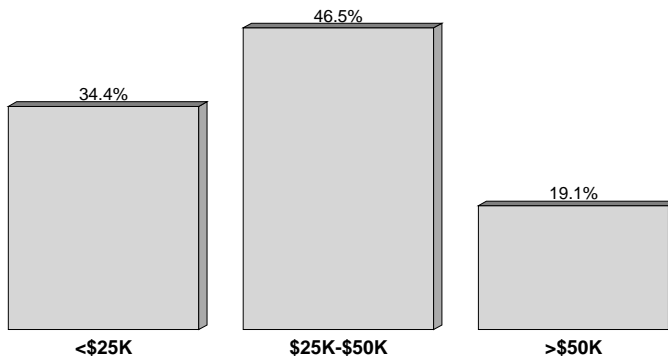
Presence of Children Under 12 in Household

None	95.6%
1 Child	2.4%
2 Children	0.0%
3 Or More Children	2.0%

Demographic Breakout



Household Income



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

RADIO LST PROF: WXHB-FM:MON-SUN 6AM-MID (WXHB-FM is Mon-Sun 6am-Mid)

Estimates displayed are reported for % Composition.

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