



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

Target Persons: 21,960 Target Intab: 82
LAUREL-HATTIESBURG, MS
Qualitative Diary, Fall 2003

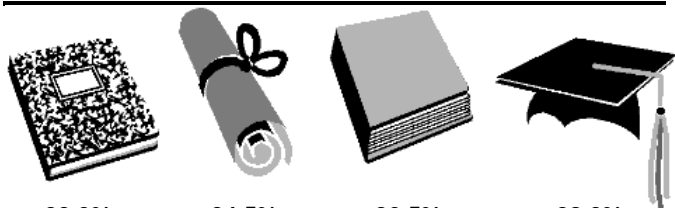
Gender

64.0	% Male	36.0	% Female
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Employment Status

Full-Time	58.5%
Part-Time	15.0%
Not Employed	26.6%

Education



20.9% Less Than 12th Grade	24.5% High School Graduate	26.5% Some College	28.0% College Degree or More
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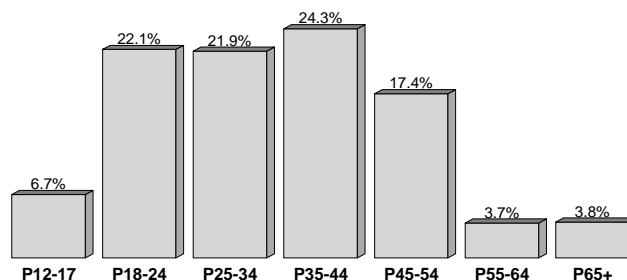
Home Ownership

Own	86.5%
Rent	10.9%
Other	2.5%

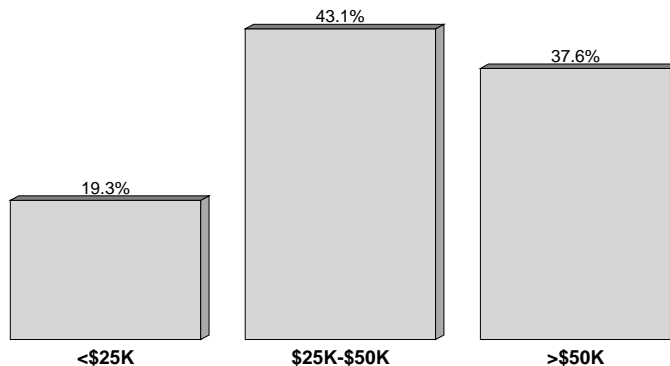
Presence of Children Under 12 in Household

None	66.3%
1 Child	15.9%
2 Children	13.2%
3 Or More Children	4.6%

Demographic Breakout



Household Income



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

Estimates displayed are reported for % Composition.

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