



TAPSCAN Demographic Profile Report

LAUREL-HATTIESBURG
 SP10/FA09 (AVG) Maximizer METRO Survey Area

WBBN-FM
M-F 6A-7P AVG RTG
 Using Maximizer METRO

DEMO	AVG RTG
MALES	
Males 12-17	1.3%
Men 18-24	1.7%
Men 25-34	2.1%
Men 35-44	2.5%
Men 45-54	4.1%
Men 55-64	2.1%
Men 65+	2.0%
Males 12+	2.2%
FEMALES	
Females 12-17	1.3%
Women 18-24	3.1%
Women 25-34	0.7%
Women 35-44	4.8%
Women 45-54	3.1%
Women 55-64	2.9%
Women 65+	1.4%
Females 12+	2.5%

