



# TAPSCAN Demographic Profile Report

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

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

DEMO	AVG RTG
<b>MALES</b>	
Males 12-17	0.0%
Men 18-24	0.0%
Men 25-34	0.0%
Men 35-44	0.8%
Men 45-54	0.8%
Men 55-64	1.0%
Men 65+	0.0%
Males 12+	0.4%
<b>FEMALES</b>	
Females 12-17	0.0%
Women 18-24	0.0%
Women 25-34	1.4%
Women 35-44	1.6%
Women 45-54	0.8%
Women 55-64	1.0%
Women 65+	0.0%
Females 12+	0.8%

