



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

Target Persons: 42,700 Target Intab: 269
LAUREL-HATTIESBURG, MS
Qualitative Diary, Fall 2008, Spring 2008

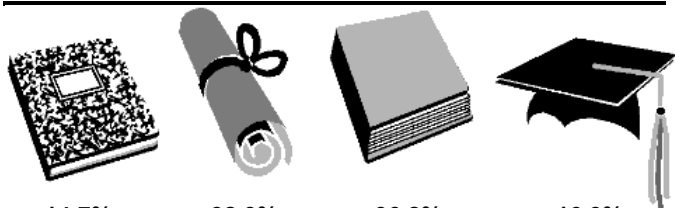
Gender

43.8	% Male	56.2	% Female
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Employment Status

Full-Time	46.8%
Part-Time	12.4%
Not Employed	40.8%

Education



14.7% Less Than 12th Grade	32.3% High School Graduate	36.8% Some College	16.3% College Degree or More
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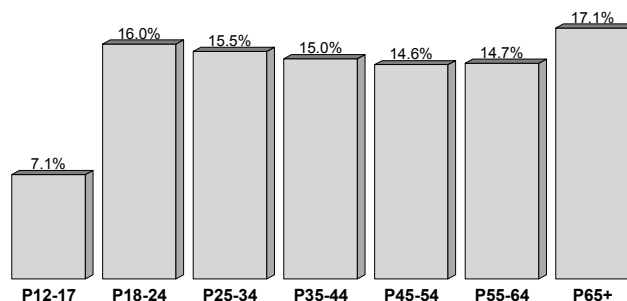
Home Ownership

Own	92.5%
Rent	5.5%
Other	2.0%

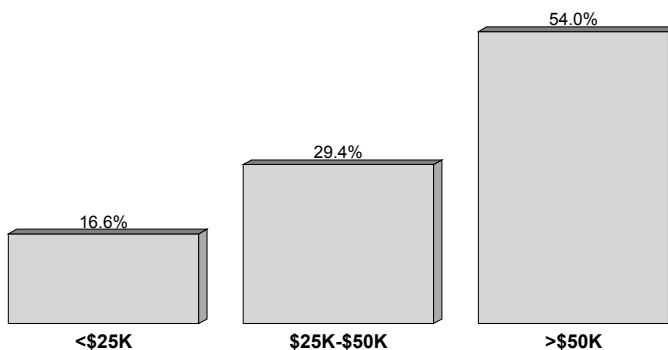
Presence of Children Under 12 in Household

None	67.1%
1 Child	18.0%
2 Children	9.4%
3 Or More Children	5.5%

Demographic Breakout



Household Income



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

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

Estimates displayed are reported for % Composition.

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