



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

Target Persons: 21,200 Target Intab: 120
LAUREL-HATTIESBURG, MS
Qualitative Diary, Fall 2008, Spring 2008

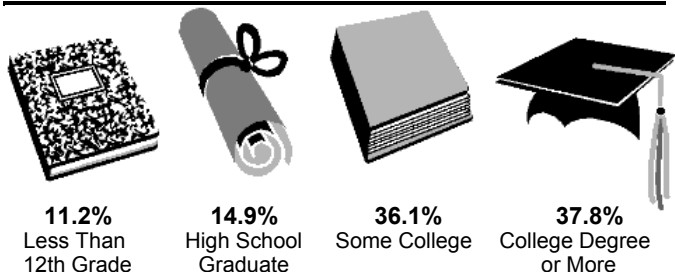
Gender

44.6	% Male	55.4	% Female
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Employment Status

Full-Time	58.7%
Part-Time	11.8%
Not Employed	29.5%

Education



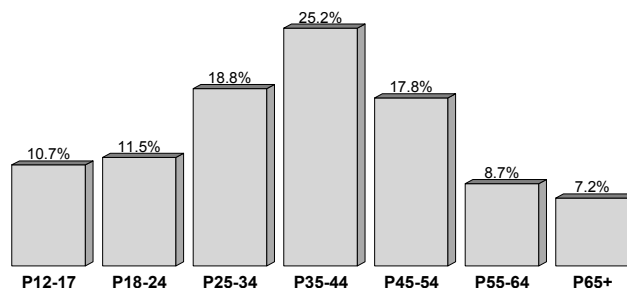
Home Ownership

Own	94.2%
Rent	5.0%
Other	0.8%

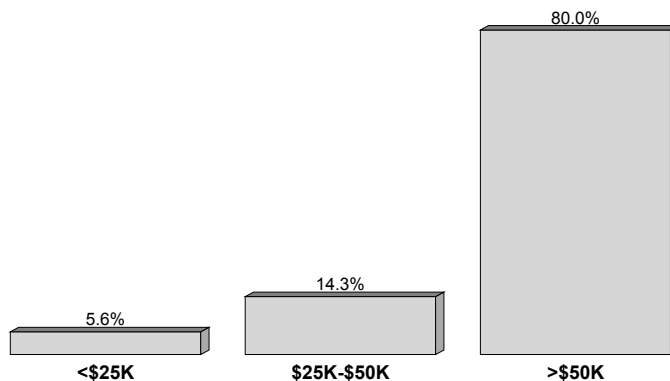
Presence of Children Under 12 in Household

None	56.9%
1 Child	24.4%
2 Children	15.5%
3 Or More Children	3.2%

Demographic Breakout



Household Income



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

Estimates displayed are reported for % Composition.

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