



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

Target Persons: 17,400 Target Intab: 114
LAUREL-HATTIESBURG, MS
Qualitative Diary, Fall 2006, Spring 2006

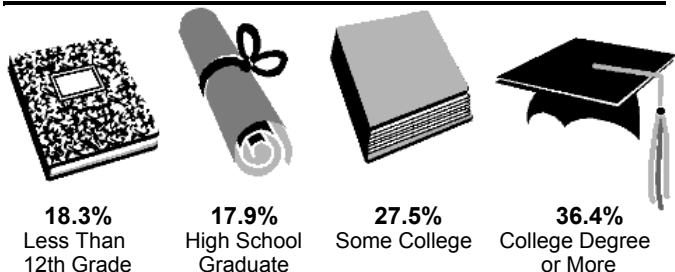
Gender

43.2	% Male	56.8	% Female
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Employment Status

Full-Time	44.9%
Part-Time	17.2%
Not Employed	37.9%

Education



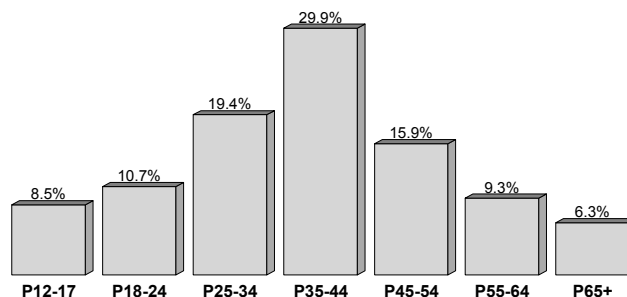
Home Ownership

Own	82.3%
Rent	14.5%
Other	3.3%

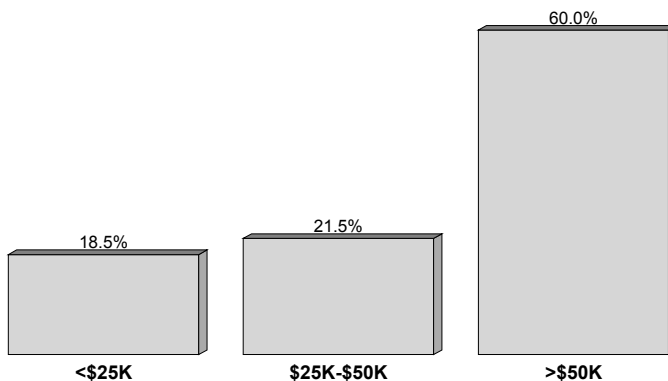
Presence of Children Under 12 in Household

None	64.3%
1 Child	15.4%
2 Children	15.0%
3 Or More Children	5.4%

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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