

GREENSBORO-WINSTON SALEM-HIGH POINT - Release 2 2009 Oct07-Sep09 Scarborough

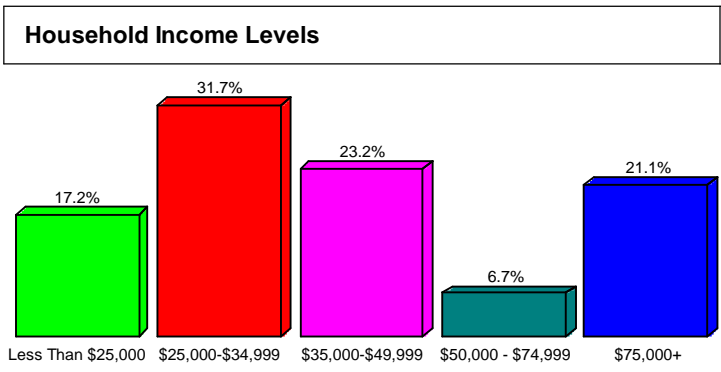
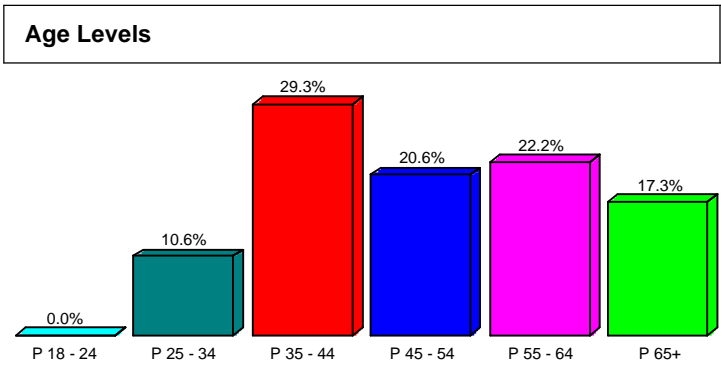
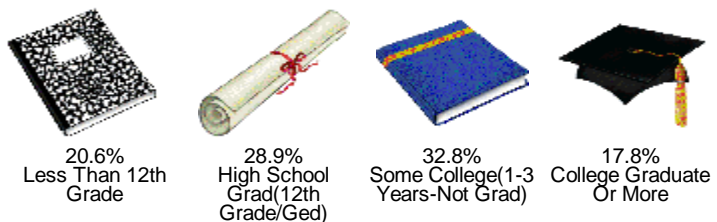
<b>Qualitative Criteria:</b> Adults 18+	
Metro Survey Area Listened to WEAL-AM	
Qualitative Population: 13,042	Qualitative Respondents: 46

Sex			
26.7	% Male	73.3	% Female

Employment Status	
Full-Time (35+ Hrs)	25.7%
Part-Time (<35 Hrs)	27.0%
Not Employed	
A Homemaker	5.1%
A Student	3.0%
Retired	19.1%
Disabled	20.2%
Temporarily Laid-Off	0.0%
Looking For Work	0.0%
Other	0.0%

Occupation Summary	
Management/Business/Financial Ops	10.7%
Professional/Related Occupations	9.1%
Service	16.2%
Sales/Office	10.3%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	0.0%
Production/Transportation/Matl Mvng	6.4%
Military Specific	0.0%
White Collar	30.1%
Blue Collar	22.6%

### Highest Education Level Attained



# Child(ren) Under 18 In Household	
No	60.2%
One	19.3%
Two	11.3%
Three Or More	9.3%

Own Or Rent Residence	
Own	60.6%
Rent	39.4%
Other -Do Not Own Or Rent	0.0%

Custom Selection	
Race is black/African American	95.3%