

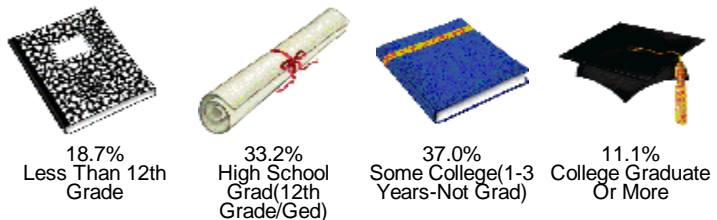
<b>Qualitative Criteria:</b> Adults 18+	
Metro Survey Area Listened to WJMH-FM	
Qualitative Population: 169,467	Qualitative Respondents: 128

Sex			
46.0	% Male	54.0	% Female

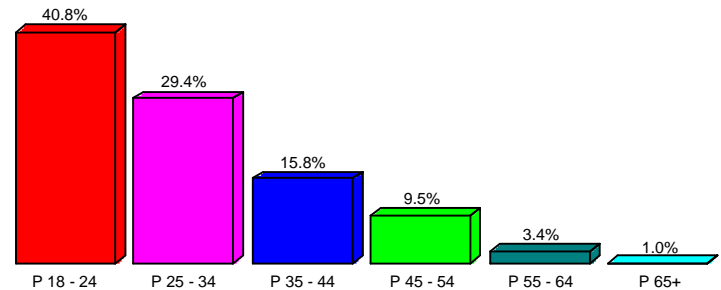
Employment Status	
Full-Time (35+ Hrs)	39.7%
Part-Time (<35 Hrs)	25.9%
Not Employed	
A Homemaker	5.6%
A Student	7.6%
Retired	1.1%
Disabled	2.8%
Temporarily Laid-Off	5.1%
Looking For Work	10.7%
Other	1.5%

Occupation Summary	
Management/Business/Financial Ops	3.7%
Professional/Related Occupations	12.5%
Service	16.0%
Sales/Office	21.4%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	2.9%
Production/Transportation/Matl Mvng	8.9%
Military Specific	0.0%
White Collar	37.7%
Blue Collar	27.9%

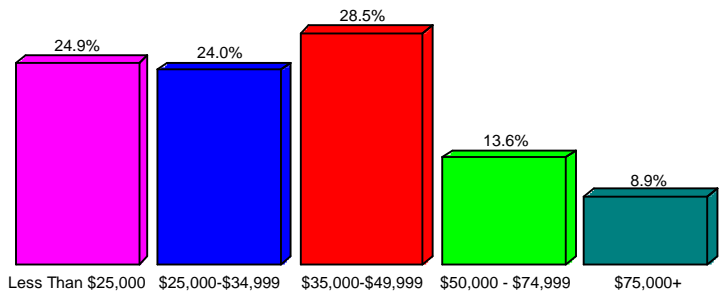
### Highest Education Level Attained



### Age Levels



### Household Income Levels



### # Child(Ren) Under 18 In Household

No	43.4%
One	22.0%
Two	25.5%
Three Or More	9.1%

### Own Or Rent Residence

Own	54.2%
Rent	36.1%
Other -Do Not Own Or Rent	9.7%

### Custom Selection

Race is black/African American	56.7%
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