

GREENSBORO-WINSTON SALEM-HIGH POINT - Release 2 2009 Oct08-Sep09 Scarborough

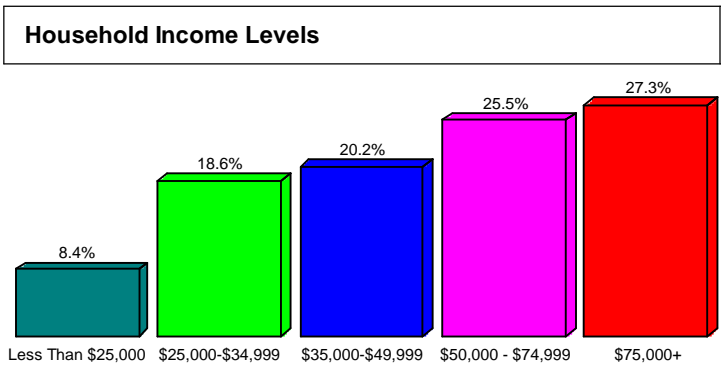
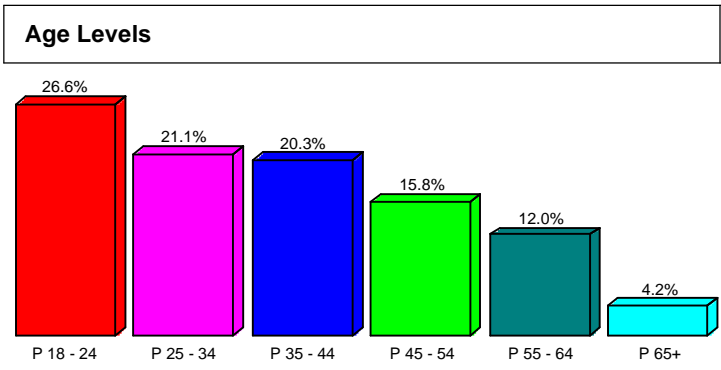
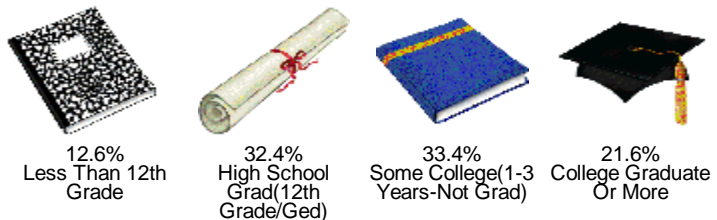
Qualitative Criteria: Adults 18+
Metro Survey Area and listened to WPAW-FM
Qualitative Population: 154,760
Qualitative Respondents: 176

Sex			
54.6	% Male	45.4	% Female

Employment Status	
Full-Time (35+ Hrs)	51.3%
Part-Time (<35 Hrs)	22.5%
Not Employed	
A Homemaker	3.2%
A Student	5.3%
Retired	3.3%
Disabled	5.8%
Temporarily Laid-Off	0.9%
Looking For Work	7.6%
Other	0.0%

Occupation Summary	
Management/Business/Financial Ops	8.7%
Professional/Related Occupations	12.3%
Service	11.4%
Sales/Office	24.1%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	8.5%
Production/Transportation/Matl Mvng	8.8%
Military Specific	0.0%
White Collar	45.1%
Blue Collar	28.7%

Highest Education Level Attained



Child(Ren) Under 18 In Household

No	61.4%
One	14.9%
Two	18.2%
Three Or More	5.6%

Own Or Rent Residence

Own	74.3%
Rent	21.5%
Other -Do Not Own Or Rent	4.2%

Custom Selection

Race is black/African American	4.7%
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