

GREENSBORO-WINSTON SALEM-HIGH POINT - Release 1 2009 Apr07-Mar09 Scarborough

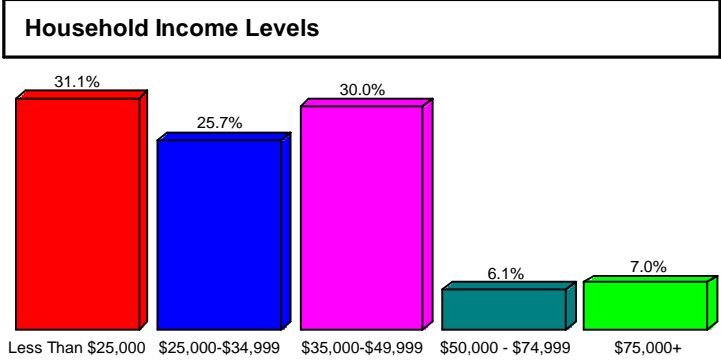
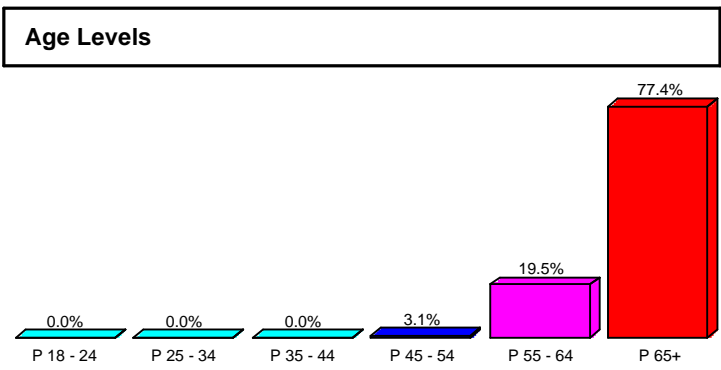
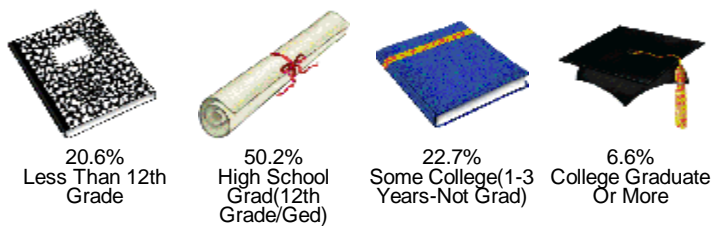
Qualitative Criteria: Adults 18+	
Metro Survey Area and listened to WPET-AM	
Qualitative Population: 7,844	Qualitative Respondents: 39

Sex			
20.4	% Male	79.6	% Female

Employment Status	
Full-Time (35+ Hrs)	13.5%
Part-Time (<35 Hrs)	3.4%
Not Employed	
A Homemaker	16.2%
A Student	0.0%
Retired	59.2%
Disabled	2.8%
Temporarily Laid-Off	0.0%
Looking For Work	4.8%
Other	0.0%

Occupation Summary	
Management/Business/Financial Ops	0.0%
Professional/Related Occupations	6.4%
Service	8.3%
Sales/Office	2.2%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	0.0%
Production/Transportation/Matl Mvng	0.0%
Military Specific	0.0%
White Collar	8.6%
Blue Collar	8.3%

Highest Education Level Attained



Child(ren) Under 18 In Household

No	100.0%
One	0.0%
Two	0.0%
Three Or More	0.0%

Own Or Rent Residence

Own	90.7%
Rent	9.3%
Other -Do Not Own Or Rent	0.0%

Custom Selection

Race is black/African American	5.9%
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