

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

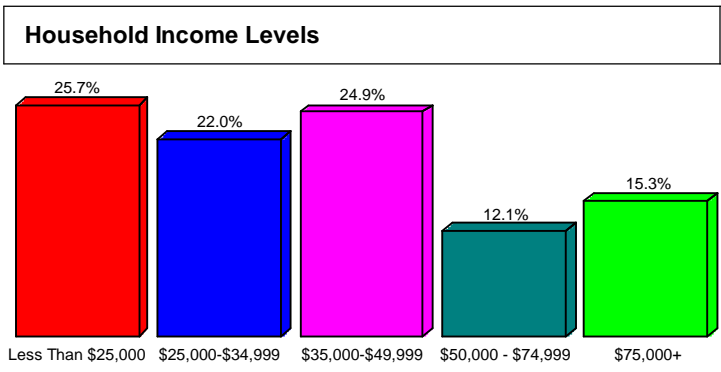
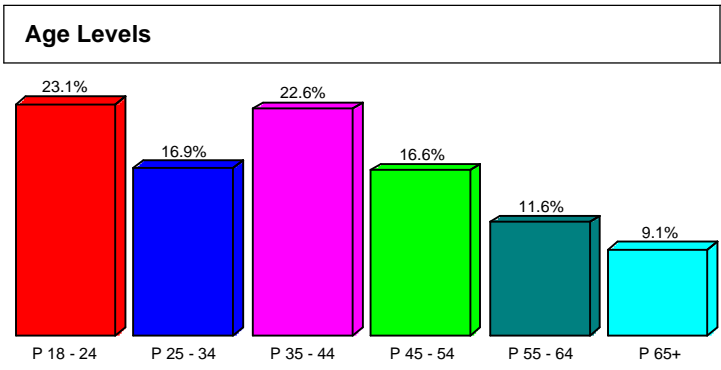
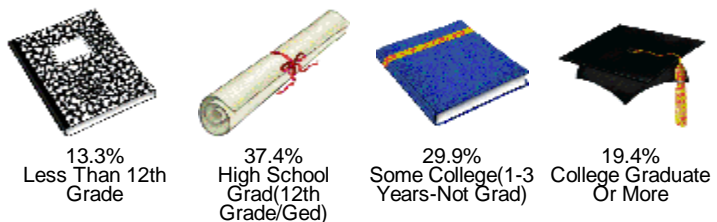
Qualitative Criteria: Adults 18+	
Metro Survey Area Listened to WQMG-FM	
Qualitative Population: 151,563	Qualitative Respondents: 187

Sex			
40.5	% Male	59.5	% Female

Employment Status	
Full-Time (35+ Hrs)	45.6%
Part-Time (<35 Hrs)	20.4%
Not Employed	
A Homemaker	0.9%
A Student	7.9%
Retired	10.5%
Disabled	4.6%
Temporarily Laid-Off	6.1%
Looking For Work	3.8%
Other	0.3%

Occupation Summary	
Management/Business/Financial Ops	6.3%
Professional/Related Occupations	13.8%
Service	11.0%
Sales/Office	21.7%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	0.5%
Production/Transportation/Matl Mvng	12.5%
Military Specific	0.0%
White Collar	41.8%
Blue Collar	24.1%

Highest Education Level Attained



Child(Ren) Under 18 In Household

No	54.1%
One	20.9%
Two	16.8%
Three Or More	8.2%

Own Or Rent Residence

Own	60.2%
Rent	34.8%
Other -Do Not Own Or Rent	5.0%

Custom Selection

Race is black/African American	90.1%
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