QUALITAP[™]

Scarborough Instant Qualitative Profile

97.1 WQMG

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 Age Levels

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



Less Than 12th Grade



High School Grad(12th Grade/Ged)



29.9% 19.4% Some College(1-3 College Graduate Years-Not Grad) Or More



23.1%	16.9%	22.6%	16.6%	11.6%	9.1%
P 18 - 24	P 25 - 34	P 35 - 44	P 45 - 54	P 55 - 64	P 65+

Household Income Levels



# Child(Ren) Under 18 In Household		
No	54.1%	
One	20.9%	
Two	16.8%	
Three Or More		

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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