

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

Qualitative Criteria: Adults 18+	
Metro Survey Area Listened to WSMW-FM	
Qualitative Population: 116,181	Qualitative Respondents: 135

Sex

41.0	% Male	59.0	% Female
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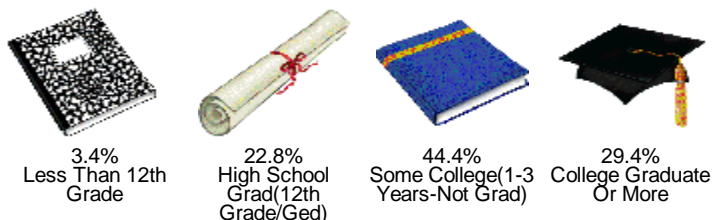
Employment Status

Full-Time (35+ Hrs)	54.4%
Part-Time (<35 Hrs)	21.1%
Not Employed	
A Homemaker	8.1%
A Student	4.3%
Retired	3.6%
Disabled	3.0%
Temporarily Laid-Off	1.2%
Looking For Work	4.2%
Other	0.0%

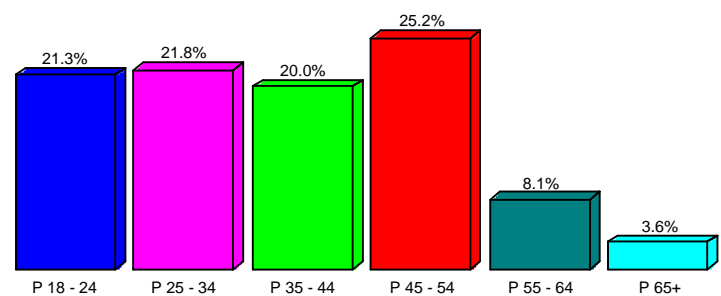
Occupation Summary

Management/Business/Financial Ops	9.7%
Professional/Related Occupations	18.4%
Service	11.4%
Sales/Office	21.6%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	5.5%
Production/Transportation/Matl Mvng	8.9%
Military Specific	0.0%
White Collar	49.7%
Blue Collar	25.8%

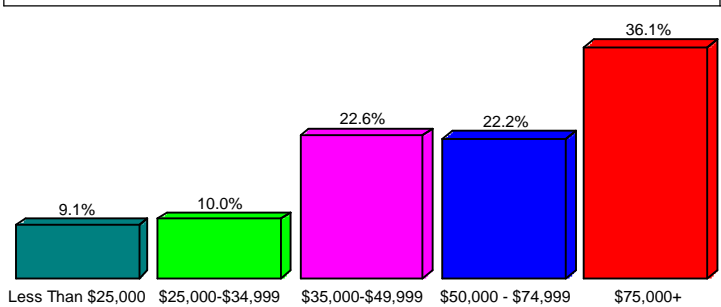
Highest Education Level Attained



Age Levels



Household Income Levels



Child(Ren) Under 18 In Household

No	55.8%
One	23.1%
Two	13.1%
Three Or More	8.0%

Own Or Rent Residence

Own	85.2%
Rent	11.3%
Other -Do Not Own Or Rent	3.4%

Custom Selection

Race is black/African American	3.1%
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