

Profile of Sports Listeners

GREENSBORO-WINSTON SALEM-HIGH POINT - Release 2 2012 Oct11-Sep12 Scarborough

Qualitative Criteria: Adults 18+

DMA Survey Area

Qualitative Population: 1,348,744

Qualitative Respondents: 1,955

Sex

643,988

Male

704,756

Female

Employment Status

Full-Time (35+ Hrs)	595,673
Part-Time (<35 Hrs)	165,969
Not Employed	
A Homemaker	112,468
A Student	64,556
Retired	245,630
Disabled	77,470
Temporarily Laid-Off	15,696
Looking For Work	67,011
Other	4,271

Occupation Summary

Management/Business/Financial Ops	118,844
Professional/Related Occupations	158,719
Service	128,924
Sales/Office	162,591
Farming/Fishing/Forestry	618
Construction/Extraction/Maintenance	67,905
Production/Transportation/Matl Mvng	124,041
Military Specific	0
White Collar	440,154
Blue Collar	321,488

Highest Education Level Attained



175,798
Less Than 12th
Grade



486,416
High School
Grad(12th
Grade/Ged)

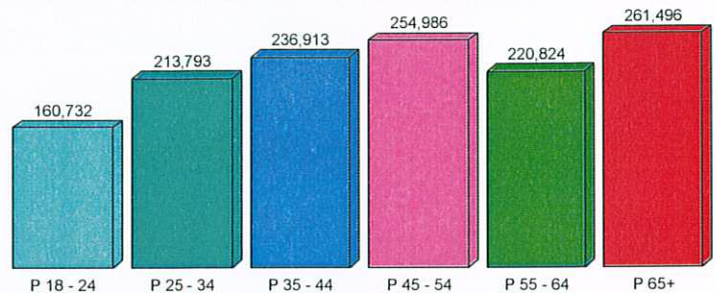


382,958
Some College(1-3
Years-Not Grad)

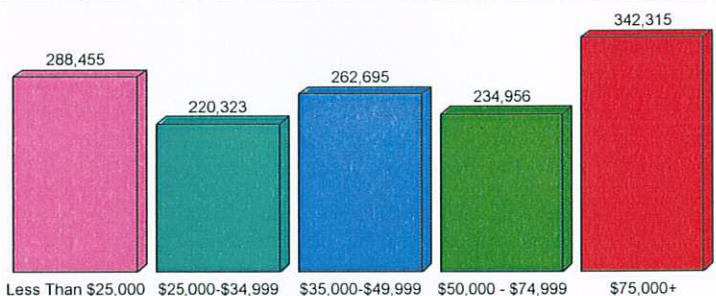


303,572
College Graduate
Or More

Age Levels



Household Income Levels



Child(Ren) Under 18 In Household

No	826,276
One	226,745
Two	195,331
Three Or More	100,392

Own Or Rent Residence

Own	959,796
Rent	334,660
Other -Do Not Own Or Rent	54,288

Custom Selection

Radio formats (M-S 6a-mid cume) are All Sports	12,402
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