

Instant Qualitative Profile



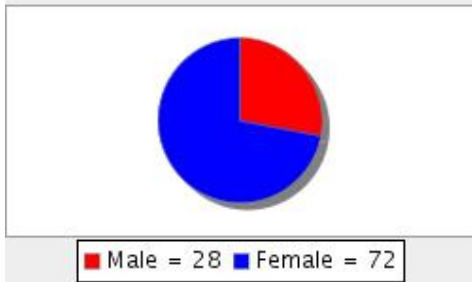
Radio Stations : KSMG-FM

SAN ANTONIO - Metro

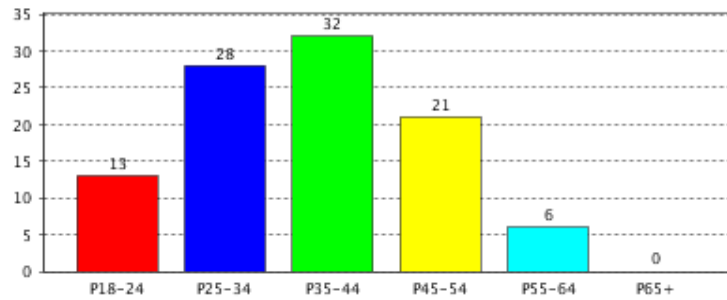
SCARBOROUGH R2 2009: AUG08-JUL09

Adults 18+

Gender



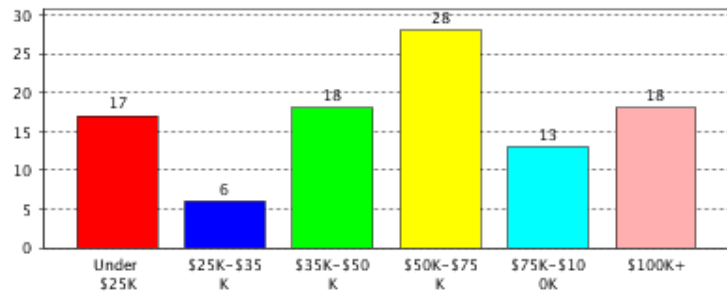
Age



Employment Status

Employed Full-Time	58
Employed Part-Time	17
Not Employed	
A Homemaker	12
A Student	2
Retired	5
Disabled	2
Temporarily Laid-Off	0
Not Employed-Looking For Work	4
Other	0

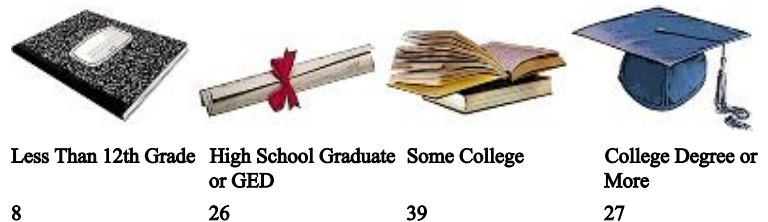
Household Income



Occupation

Management, Business and Financial Operations	10
Professional and Related Occupations	19
Service	14
Sales and Office	22
Construction, Extraction and Maintenance	2
Production, Transportation and Material Moving	7
Military Specific	0
White Collar	51
Blue Collar	24

Education



Home Ownership

Own	80
Rent	16
Other	4

Number of Persons in household under 18

None	40
One	29
Two	15
Three or More	16

Custom Selection

