



# Listener Profile

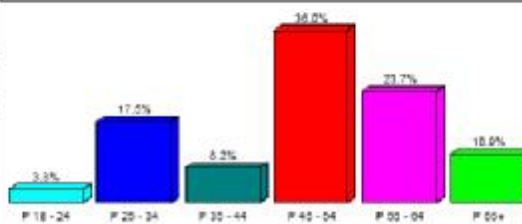
## QUALITAP™ Scarborough Instant Qualitative Profile

Saginaw Custom - Release 2 2006 Apr06-Sep06 Scarborough

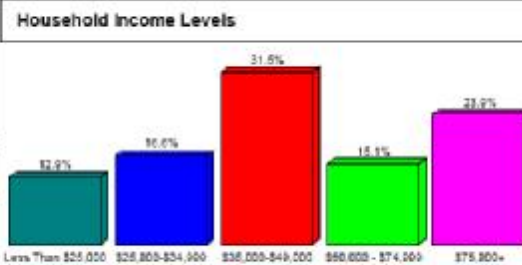
<b>Qualitative Criteria:</b> Adults 18+	
Metro Survey Area Listened to WHNN-FM	
Qualitative Population: 63,570	Qualitative Respondents: 88

Sex		Age Levels	
50.6	% Male	49.4	% Female

Employment Status	
Full-Time (35+ Hrs)	41.0%
Part-Time (<35 Hrs)	15.8%
Not Employed	
A Homemaker	3.8%
A Student	0.0%
Retired	28.2%
Disabled	9.1%
Temporarily Laid-Off	0.0%
Looking For Work	2.2%
Other Reasons	0.0%



Profile ranked by percentage of target.	
Administrative Support	0.0%
Executive,administrative,managerial	0.0%
Farming, Forestry & Fishing	0.0%
Equipment Cleaners,helpers,laborers	0.0%
Machine Operators,assemblrs,Inspctrs	0.0%
Precision Production,craft & Repair	0.0%
Professional Specialty	0.0%
Sales	0.0%
Service	13.1%
Technicians & Related Support	0.0%



Profile ranked by percentage of target.	
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# Child(ren) Under 18 in Household	
No	65.6%
One	16.7%
Two	6.2%
Three Or More	11.5%

Own Or Rent Residence	
Own	85.9%
Rent	11.8%
Other -Do Not Own Or Rent	1.3%



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