

Instant Qualitative Profile



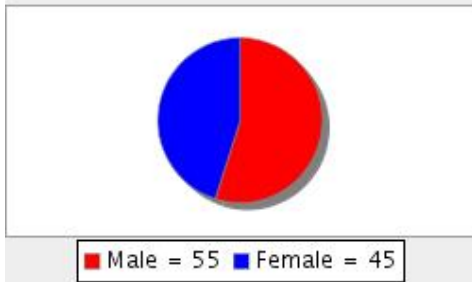
Radio Stations : KKYX-AM

SAN ANTONIO - Metro

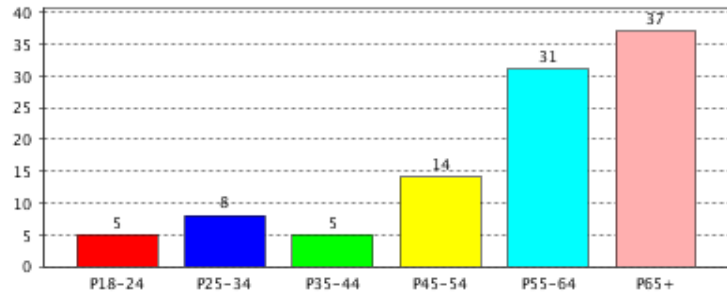
SCARBOROUGH R2 2009: AUG08-JUL09

Adults 18+

Gender



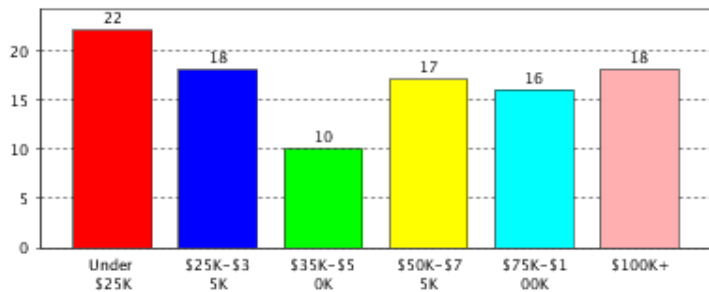
Age



Employment Status

Employed Full-Time	40
Employed Part-Time	7
Not Employed	
A Homemaker	3
A Student	0
Retired	42
Disabled	2
Temporarily Laid-Off	3
Not Employed-Looking For Work	2
Other	1

Household Income



Occupation

Management, Business and Financial Operations	14
Professional and Related Occupations	7
Service	8
Sales and Office	8
Construction, Extraction and Maintenance	3
Production, Transportation and Material Moving	7
Military Specific	0
White Collar	28
Blue Collar	18

Education



Home Ownership

Own	84
Rent	13
Other	2

Number of Persons in household under 18

None	74
One	16
Two	8
Three or More	2

Custom Selection



Qualitative Population: 50700 Qualitative Respondents: 83 Estimates displayed are for % Composition This service is not part of Arbitron's regular syndicated service and is not accredited by the Media Rating Council (MRC).

