



RD: WXGL-FM:M-S 6A-MID

Target Persons: 187,611 Target Intab: 136
TAMPA-ST. PETERSBURG-CLEARWATER
Scarborough, Feb 2006 - Jan 2007

Gender

54.2	% Male	45.8	% Female
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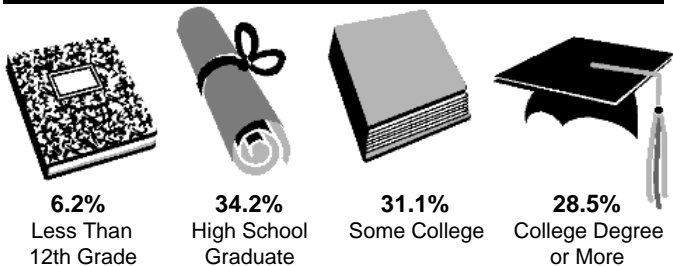
Employment Status

Employed full-time	64.7%
Employed part-time	6.8%
Not employed	
A homemaker	5.1%
A student	0.0%
Retired	11.6%
Disabled	5.7%
Temporarily laid-off	1.2%
Not employed-looking for work	4.8%
Other	0.0%

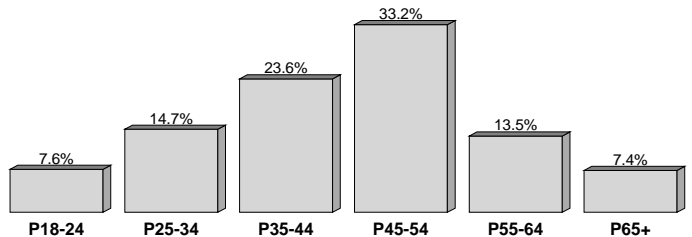
Occupation

Blue collar	15.7%
Construction, Extraction, and Maintenance	3.2%
Farming, Fishing, and Forestry	0.0%
Management, Business and Financial Operations	20.3%
Military Specific	0.0%
Production, Transportation & Material Moving	5.6%
Professional and Related Occupations	17.2%
Sales and Office	18.3%
Service	6.9%
White collar	55.8%

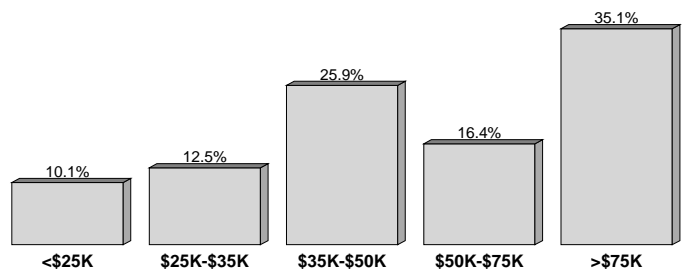
Education



Demographic Breakout



Household Income



Number of Children Under 17 in Household

None	58.6%
One	19.5%
Two	16.1%
Three or More	5.8%

Home Ownership

Own	77.2%
Rent	18.4%
Other	4.5%



This report is based on Persons 18+ in SCB Tampa-St.Pete-Clrwter Radio Metro - Std

RD: WXGL-FM:M-S 6A-MID (WXGL-FM is Mon-Sun 6am-Mid)

Estimates displayed are reported for % Composition.

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