

LOS ANGELES - Release 1 2006 Feb05-Jan06 Scarborough

Qualitative Criteria: Adults 18+	
DMA Survey Area Listened to KLSX-FM	
Qualitative Population: 693,437	Qualitative Respondents: 496

Sex			
70.0	% Male	30.0	% Female

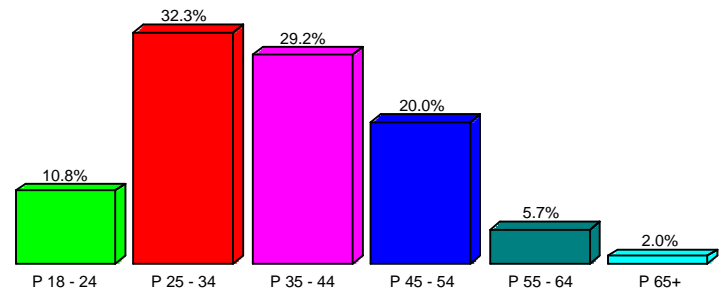
Employment Status	
Full-Time (35+ Hrs)	77.9%
Part-Time (<35 Hrs)	12.3%
Not Employed	
A Homemaker	3.5%
A Student	0.8%
Retired	2.0%
Disabled	0.9%
Temporarily Laid-Off	0.3%
Looking For Work	2.2%
Other	0.0%

Occupation Summary	
Management/Business/Financial Ops	16.5%
Professional/Related Occupations	19.0%
Service	6.8%
Sales/Office	23.4%
Farming/Fishing/Forestry	0.0%
Construction/Extraction/Maintenance	13.4%
Production/Transportation/Matl Mvng	10.9%
Military Specific	0.1%
White Collar	59.0%
Blue Collar	31.2%

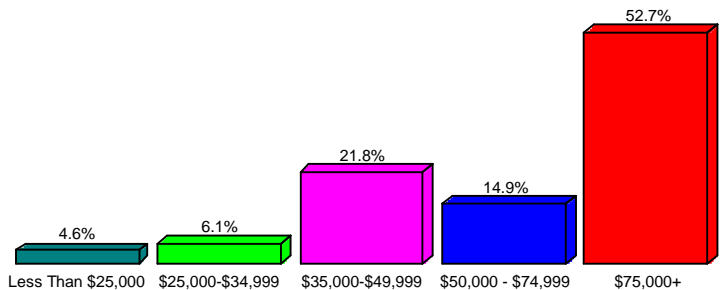
Highest Education Level Attained



Age Levels



Household Income Levels



Child(ren) Under 18 In Household

No	47.6%
One	25.3%
Two	16.5%
Three Or More	10.6%

Own Or Rent Residence

Own	59.0%
Rent	38.0%
Other -Do Not Own Or Rent	3.0%

Custom Selection

KKBT-FM	8.6%
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