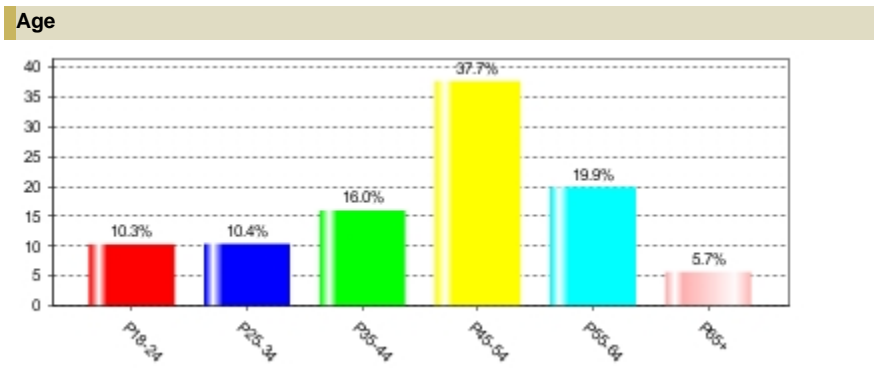
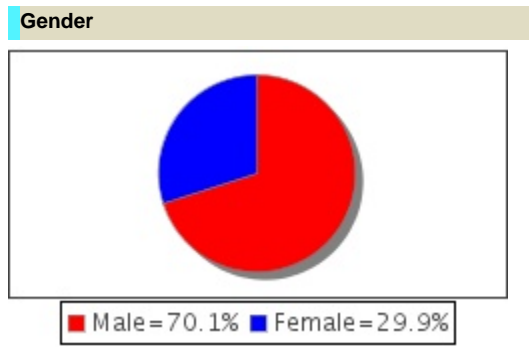


# 96.5 WCMF Demographics

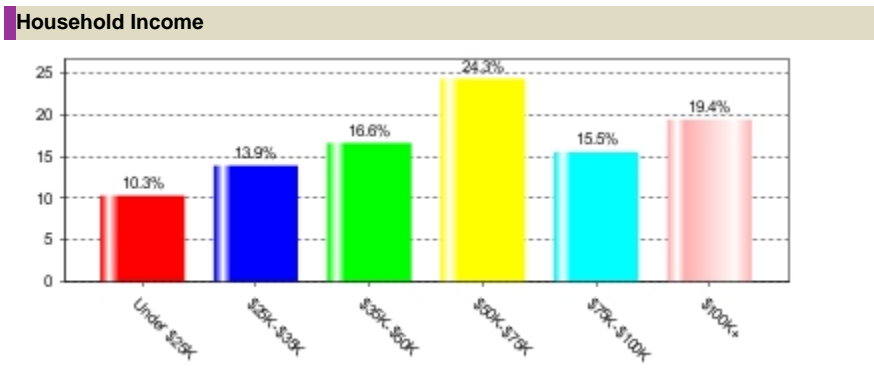


Radio Stations : WCMF-FM  
 ROCHESTER, NY - Metro  
 Scarborough R1 2014: Feb13-Jan14  
 Adults 18+



### Employment Status

Employed Full-Time	60.1%
Employed Part-Time	13.6%
<b>Not Employed</b>	
A Homemaker	3%
A Student	0.9%
Retired	8.7%
Disabled	10.2%
Temporarily Laid-Off	1.3%
Not Employed-Looking For Work	2.2%
Other	0%



### Occupation

Management, Business and Financial Operations	15.4%
Professional and Related Occupations	18.4%
Service	8.7%
Sales and Office	15.1%
Construction, Extraction and Maintenance	6.8%
Production, Transportation and Material Moving	9%
Military Specific	0%
White Collar	48.9%
Blue Collar	24.8%

### Education

Education Level	Percentage
Less Than 12th Grade	3.5%
High School Graduate or GED	29.6%
Some College	37.1%
College Degree or More	29.7%

### Home Ownership

Own	66.5%
Rent	29.4%
Other	4.1%

### Number of Persons in household under 18

None	72%
One	12.4%
Two	9.1%
Three or More	6.5%

