



WDEV LISTENERS LIKE THEIR CARS, TRUCKS AND SUVS, AND THEY CAN AFFORD GOOD ONES.

The WDEV audience is the ideal one to reach if you're in the business of selling automobiles. The most recent survey of WDEV listeners showed that they are more likely to spend \$20,000 or more on their cars, trucks and SUVs, and they're most likely to have two or more vehicles.

RESEARCH SUMMARY

The most recent survey of WDEV listeners showed that:

45.9%
own two or more
vehicles

13.8%
own three or more
vehicles

40.1%
paid \$20,000 or more for
their last car, truck, SUV

79%
own a vehicle
made in America

30.5%
own a vehicle
made in Asia

17.5%
own a vehicle
made in Europe

WHAT ARE THEY PLANNING TO BUY NEXT?

Car: **53.5%** • Truck: **22.9%** • SUV: **15%** • Van: **8.6%**

47.1% plan to spend \$20,000 or more on their next vehicle

(Survey conducted February - March 2002 by the UVM School of Business Administration)