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## *WDEV REACHES AN AUDIENCE OF DO-IT-YOURSELFERS.*

The most recent WDEV listener survey showed our audience to be composed primarily of homeowners. Most of our listeners own their own home, and many own a second home or camp. They like to do their own home repairs and handy work, and their most popular outdoor activity is gardening, so it comes as no surprise that they are big purchasers of tools, lawn and garden equipment and supplies. And **41.3% have plans to build, remodel or renovate a home in the next year.**

### *RESEARCH SUMMARY*

The most recent survey of WDEV listeners showed that in the past year:

**85.2%**  
own a home

**73%**  
are gardeners

### *WHAT DO THEY PLAN TO BUY IN THE NEXT YEAR?*

**34.1%**  
paint or siding

**26.4%**  
flooring or carpeting

**24.8%**  
lawn and garden equipment

**23.6%**  
tools or power tools

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