



THE WDEV AUDIENCE IS EXTREMELY LOYAL.

As an advertiser, station loyalty is very important to you. Why? Because an extremely loyal audience listens for much longer periods of time. This means you stand a much better chance of reaching the entire audience than you would on a station with little audience loyalty. About one-half of our listeners tune in for eight hours or more every week. Their loyalty makes WDEV a very efficient way to advertise. And that makes your advertising dollar go a lot farther!

RESEARCH SUMMARY

The most recent survey of WDEV listeners showed that:

79.4%

spent more than 50% of their
radio listening time tuned to WDEV

12.3%

listen **ONLY** to WDEV

49%

listen for more than eight hours a week

60.4%

are more likely to purchase
products and services from businesses
that advertise on WDEV

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