



*WDEV REACHES AN AUDIENCE
OF ACTIVE PEOPLE WHO LOVE
THE OUTDOORS.*

The most recent survey of WDEV listeners shows that they are people who love the outdoors. They like to hike, hunt, fish and go camping. They participate in a wide range of sports activities and exercise regularly. And they have the income to support their activities. Our research shows that **65.6%** of our listeners have an annual household income of **\$35,000 or more**. **18.4%** have incomes over **\$75,000 a year**.

RESEARCH SUMMARY

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

35.8%
went hiking

32.7%
hunted and fished

32.7%
exercised at a health club

30.9%
went camping

23.9%
went cross country skiing

20.1%
went boating or sailing

40% purchased sporting goods in the past year

23.8% bought guns and hunting gear

21.3% bought fishing gear

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