



*WDEV LISTENERS HAVE
DISPOSABLE INCOME AND ARE
WILLING TO TRAVEL TO SHOP.*

As an advertiser, you want to reach a large audience. And WDEV delivers the largest audience of any radio station in Central Vermont. But reaching a large audience isn't the whole story. You need to be sure the listeners you reach have money to spend and are willing to travel to shop at your store. That's where WDEV excels. 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**. And they are happy to travel to do their shopping.

RESEARCH SUMMARY

The most recent survey of WDEV listeners showed that:

63.9%

travel 30 miles to shop at least once a month

16.1%

travel 30 miles to shop at least once a week

WHERE HAVE THEY SHOPPED IN THE PAST YEAR?

85.8%

Berlin Mall

70.1%

University Mall

35.2%

Church St. Mktplace

30.1%

Burlington Town Centre

19.5%

Essex Outlet Center

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