

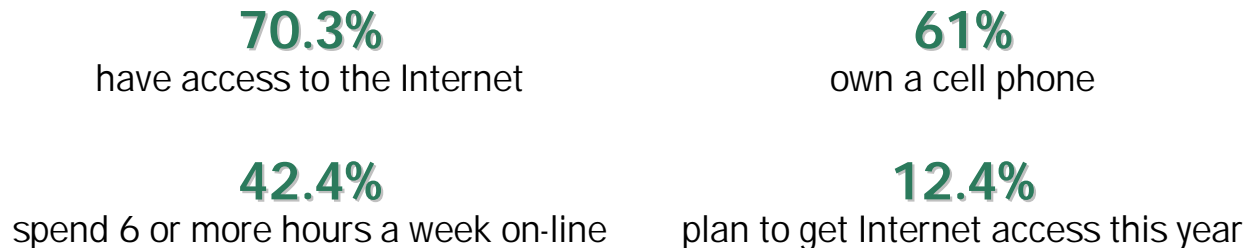


WDEV LISTENERS EMBRACE NEW TECHNOLOGY.

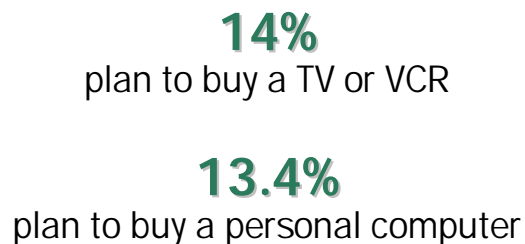
If you think WDEV listeners are old-fashioned and unlikely to adopt new technologies, you may want to reconsider. Our most recent WDEV listener survey showed that they are most likely to own a computer, have internet access and spend a substantial amount of time on-line. Best of all, many of them have plans to buy new equipment in the next year, and they have the money to do it. Fully 65.6% have an annual income of \$35,000 or more.

RESEARCH SUMMARY

The most recent survey of WDEV listeners showed that:



In the next year...



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