



*WDEV LISTENERS ENJOY GOOD
FOOD AND ENTERTAINMENT.*

The WDEV audience is composed of folks who love to dine out and participate in leisure activities with family and friends. They travel frequently in Vermont and New England, and they are accustomed to traveling thirty miles or more on a regular basis to shop, go out to dinner or go to a craft fair. Best of all, they have the disposable income to do all these things. 65.6% have an annual income of \$35,000 or more.

RESEARCH SUMMARY

FOOD

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

95.1%
dined out at a family restaurant

40.6%
bought health foods

47.2%
dined out at an expensive restaurant

34.1%
bought gourmet coffee

ENTERTAINMENT

52.8%
went to fairs and field days

52.2%
went to the movies

46.9%
enjoyed craft fairs

32.3%
went to museums or art galleries

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