



WDEV REACHES AN AUDIENCE OF HOMEOWNERS.

If you're selling products for the home ...furniture, carpeting, appliances, tools, home improvement products ...then you should be aiming your advertising at homeowners. And there's no better way to do that than with WDEV. Nearly all of our listeners own their homes. Many have a second home or a camp. And quite a few have definite home improvement plans for the next twelve months.

RESEARCH SUMMARY

The most recent survey of WDEV listeners showed that:

85.2%
own a home

16.7%
own a camp

11.8%
own a second home

41.3%
have definite or tentative plans to build,
remodel or renovate a home in the next year

In the past year...

59.8%
bought lawn and garden equipment

50.2%
bought tools or power tools

37.2%
used a carpenter or contractor

21.3%
bought antiques

18.1%
used gardening or landscaping services

In the next year...

34.1%
plan to paint or buy siding

27.4%
intend to buy home appliances

26.4%
say they'll buy flooring or carpeting

24.8%
intend to buy lawn & garden equipment

17.5%
plan to buy a mattress or major furniture

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