



<http://www.abc12.com>

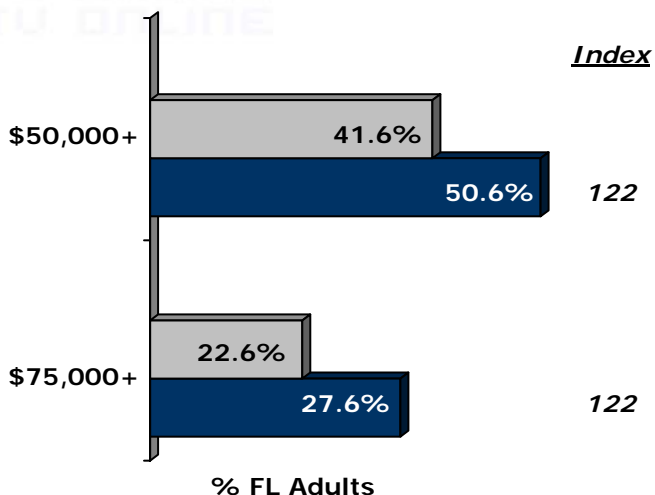
# WJRT-TV Flint-Saginaw

## AUDIENCE PROFILE

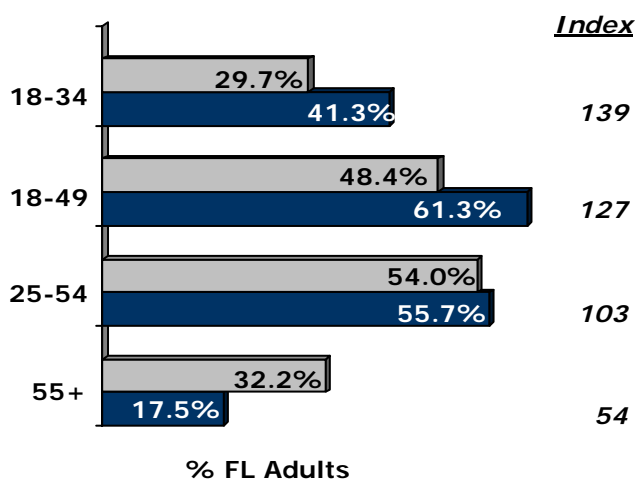
■ Total

■ Visited abc12.com in past month

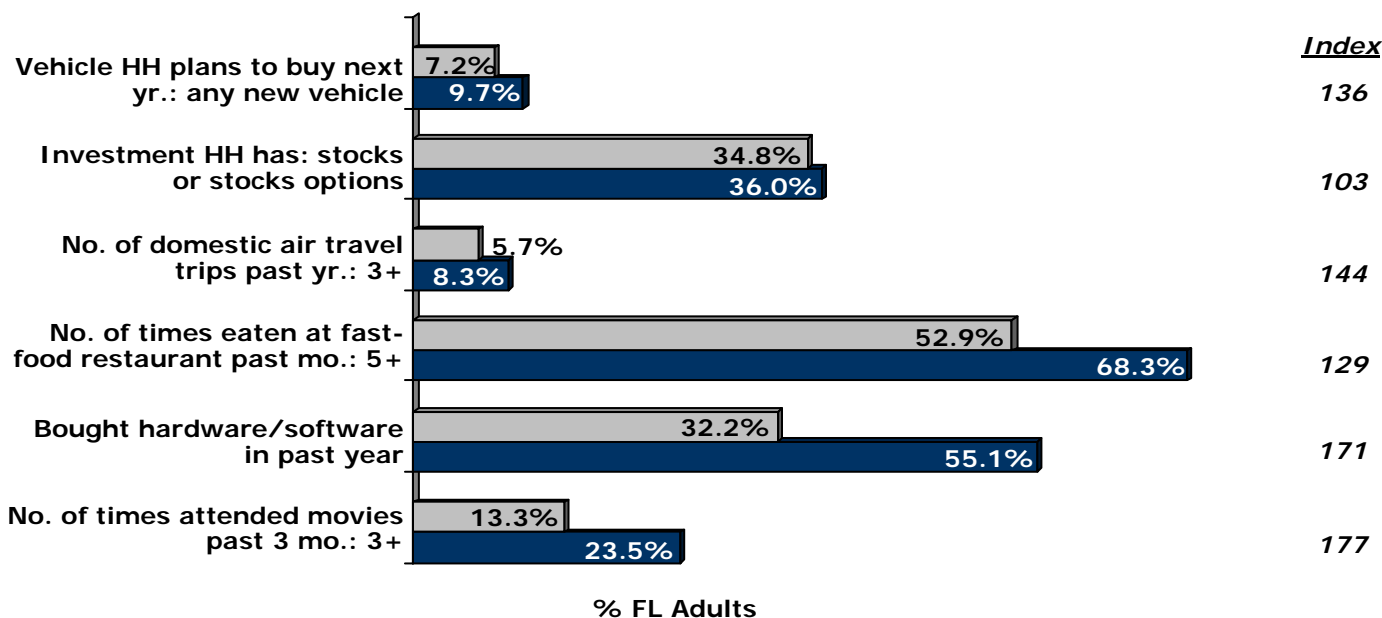
### Household Income (annual)



### Age



## Delivers High Concentrations of Prospects for Key Categories



**How to read:** 7.2% of FL adults live in households that plan to buy a new vehicle next year. 9.7% of FL adults who visited abc12.com in the past month live in households that plan to buy a new vehicle next year. Therefore, FL adults that visited abc12.com in the past month are 36% more likely to live in households that plan to buy a new vehicle next year compared to the average FL adult.