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WPVI-TV Philadelphia

AUDIENCE PROFILE

■ Total

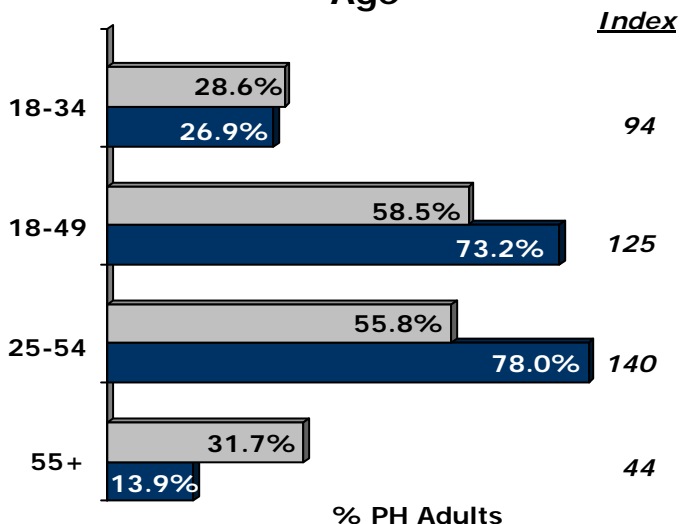
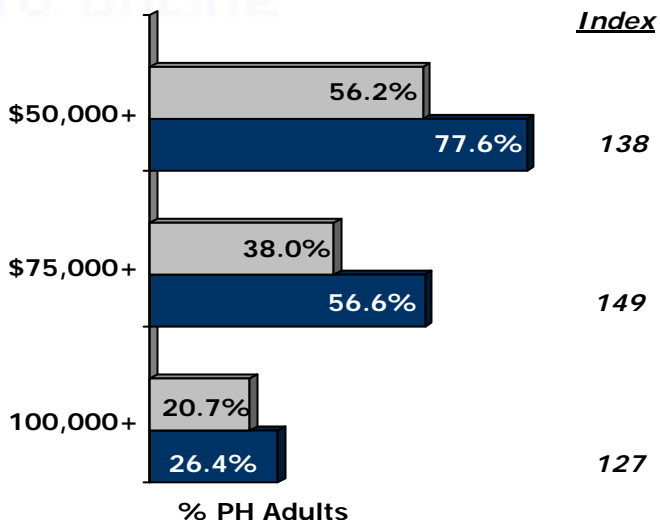
■ Visited wpvi.com in past month

Household Income (annual)

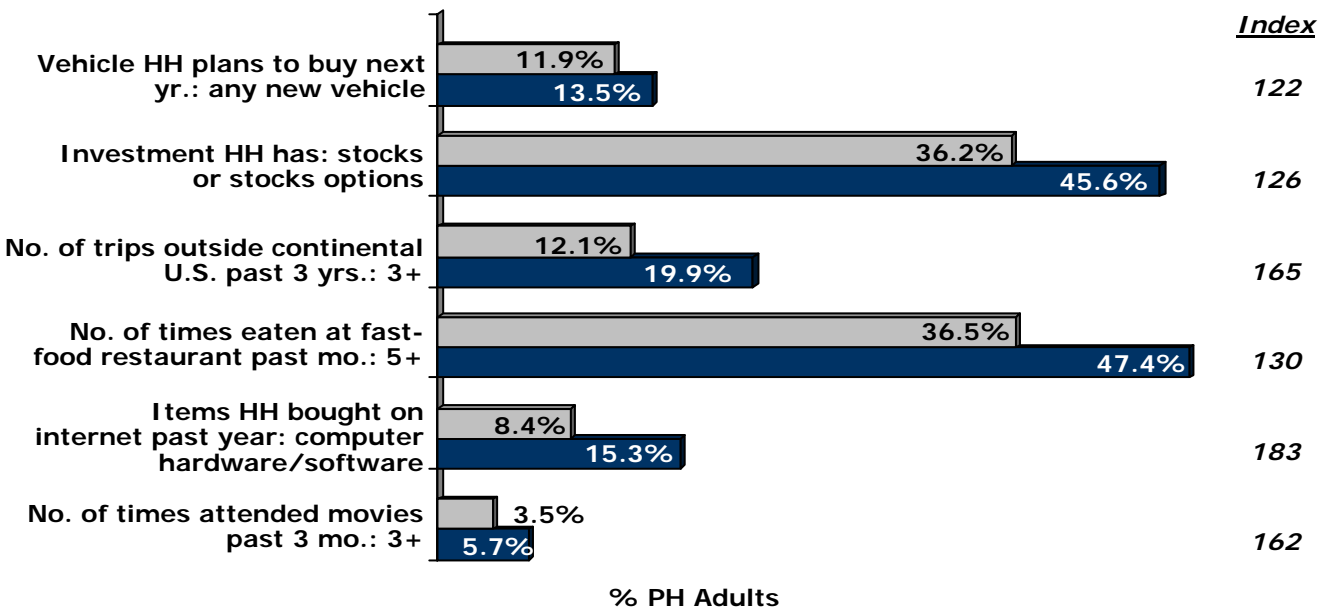
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Age

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Delivers High Concentrations of Prospects for Key Categories



How to read: 11.9% of PH adults plan to buy a new vehicle in the next year. 13.5% of PH adults who visited wpvi.com in the past month and plan to buy a new vehicle in the next year. Therefore, PH adults that visited wpvi.com in the past month are 22% more likely to plan to buy a new vehicle in the next year compared to the average PH adult.