



<http://www.abc11tv.com>

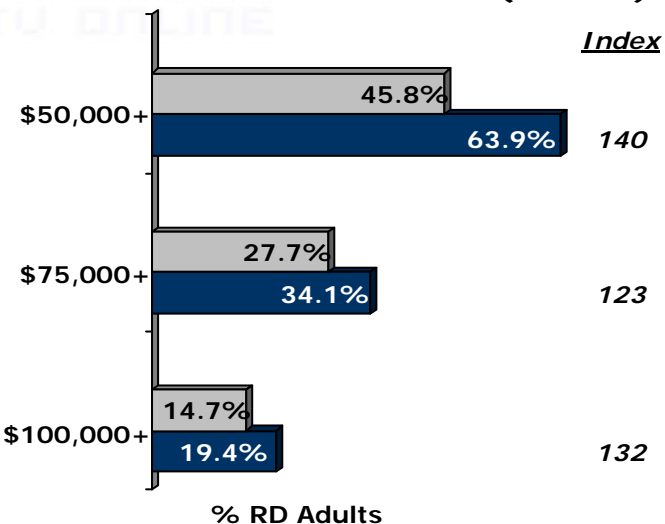
WTVD-TV Raleigh-Durham

AUDIENCE PROFILE

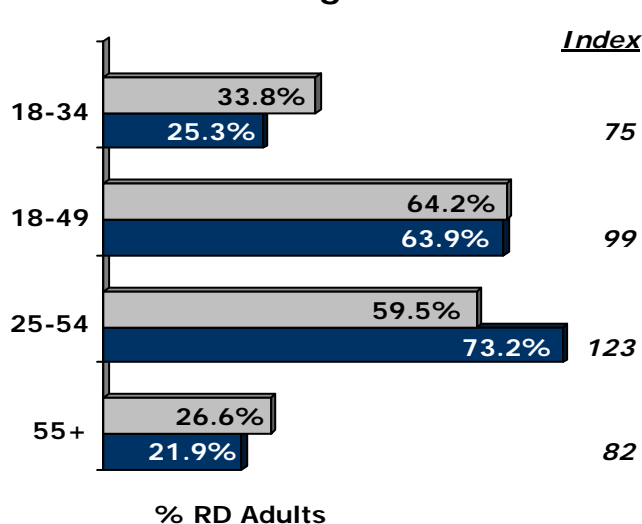
■ Total

■ Visited abc11tv.com in past month

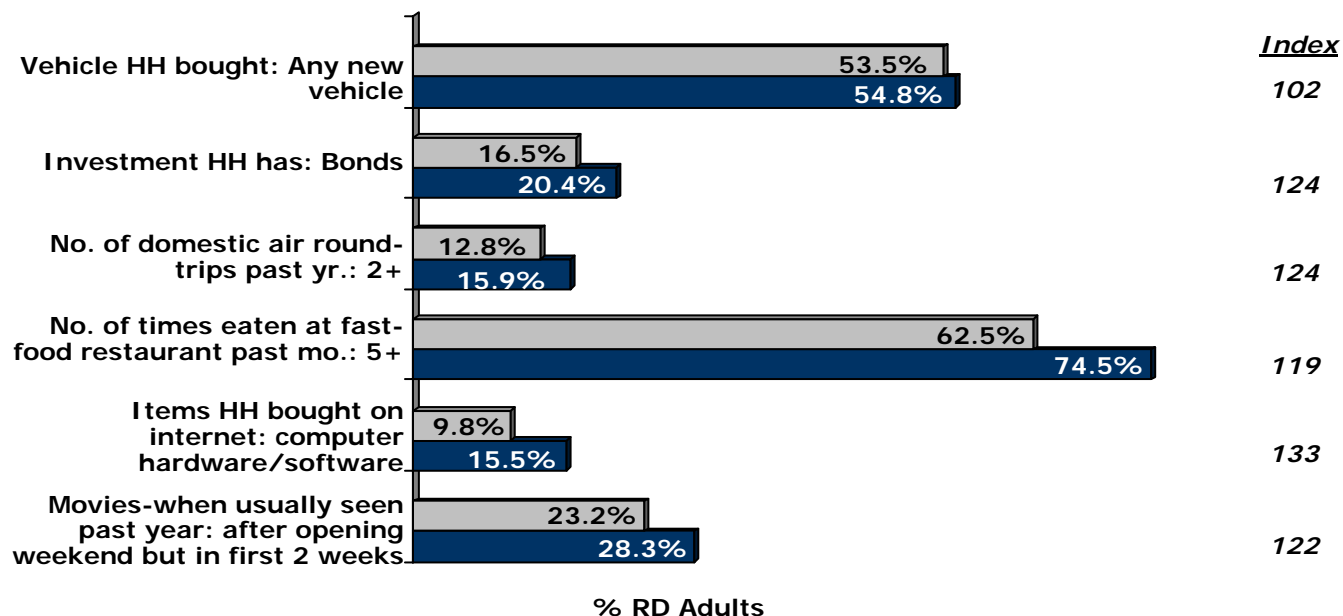
Household Income (annual)



Age



Delivers High Concentrations of Prospects for Key Categories



How to read: 53.5% of RD adults live in households that bought any new vehicle. 54.8% of RD adults who visited abc11tv.com in the past month live in households that bought any new vehicle. Therefore, RD adults that visited abc11tv.com in the past month are 2% more likely to live in households that bought any new vehicle compared to the average RD adult.