



<http://www.13abc.com>

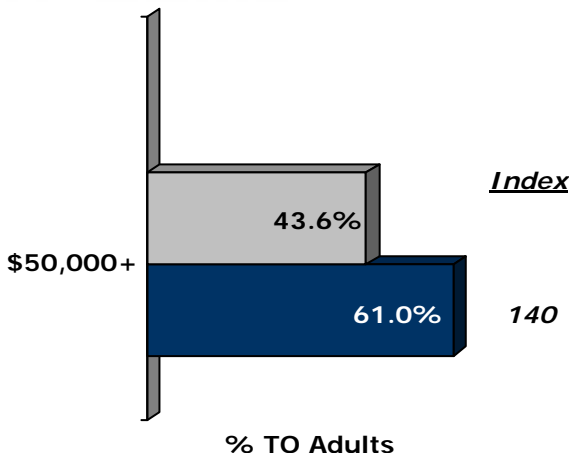
WTVG-TV Toledo

AUDIENCE PROFILE

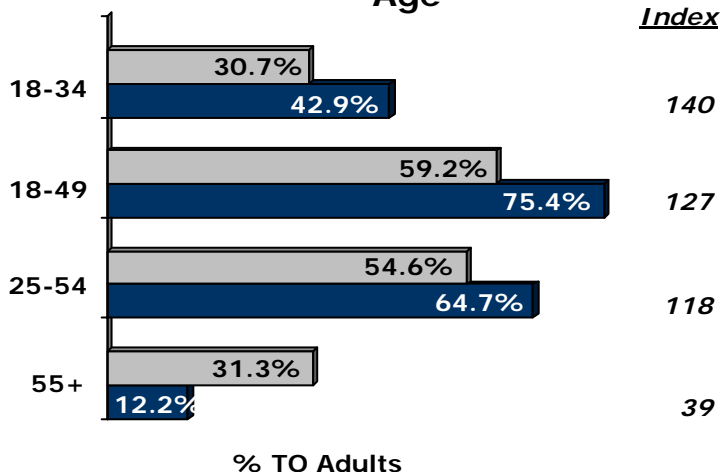
■ Total

■ Visited 13abc.com in past month

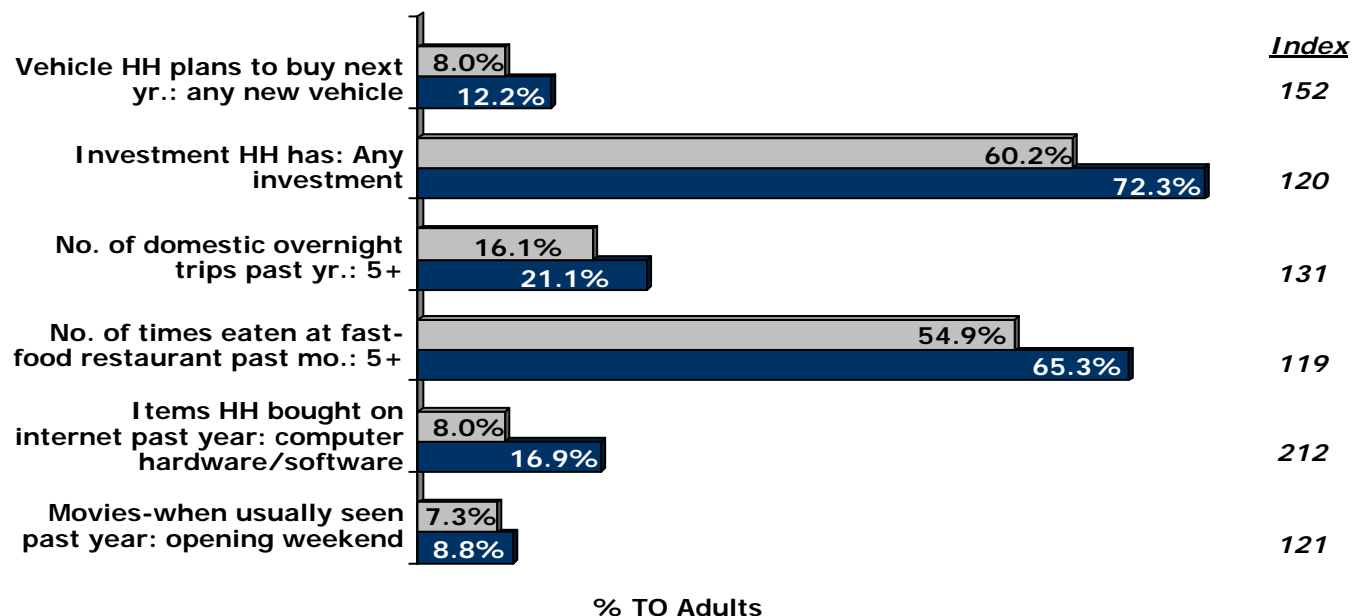
Household Income (annual)



Age



Delivers High Concentrations of Prospects for Key Categories



How to read: 8.0 of TO adults live in households that plan to buy a new vehicle next year. 12.2% of TO adults who visited 13abc.com in the past month live in households that plan to buy a new vehicle next year. Therefore, TO adults that visited 13abc.com in the past month are 52% more likely to live in households that plan to buy a new vehicle next year compared to the average TO adult.

