



WISN 12 Delivers Consumers Not Just Viewers

In one week, WISN 12 reaches these valuable consumers:

- 100%** of adults who plan to **Sell a House**
- 100%** of adults who plan to **Buy or Build a House**
- 95%** of adults who plan to **Refinance a Home Mortgage**
- 97%** of adults who plan to purchase a **New Car/Truck**
- 97%** of adults who plan to purchase a **Used Car/Truck**
- 98%** of adults who plan to purchase **Tires**
- 100%** of adults who plan to purchase a **Mattress**
- 97%** of adults who plan to purchase **Furniture**
- 93%** of adults who plan to purchase **Window Treatments**
- 88%** of adults who plan to purchase **Carpet/Flooring**
- 87%** of adults who plan to purchase **Windows/Doors**
- 98%** of adults who plan to purchase **Major Appliances**
- 97%** of adults who plan to purchase a **High Definition TV**
- 96%** of adults who plan to purchase **Lawn Mower/Snow Blower**
- 94%** of adults who plan to purchase **Lawn & Garden Items**
- 89%** of adults who plan to purchase **Landscaping**
- 100%** of adults who plan to **Have Cosmetic Surgery**
- 100%** of adults who plan to purchase **Contact Lenses**
- 99%** of adults who plan to purchase **Eye Glasses**
- 99%** of adults who plan to purchase a **Cellular Phone**
- 96%** of adults who plan to purchase **Sporting Equipment**

Source: Marshall Marketing & Communications' 2011 Milwaukee consumer survey; percentage of respondents who "plan to purchase in the next 12 months" and watched WISN 12 in the past 7 days