

When it comes to the arts...



NPR Listeners are Your Best Customers!

Our listeners appreciate the fine arts, and have the disposable income to experience them firsthand. Compared with the U.S. population as a whole, public radio listeners are:

- 32% more likely to agree that “I am very interested in the fine arts”
- 63% more likely to have attended a musical performance in the past year
- 73% more likely to play a musical instrument
- 74% more likely to have gone to live theater in the past year
- 152% more likely to have attended art galleries or shows in the past year
- 78% more likely to collect art
- 117% more likely to have visited a museum in the past year
- 212% more likely to hold an advanced college degree
- 47% more likely to be a president of a corporation
- 74% more likely to be a business owner or partner
- 85% more likely to have a household income of \$150,000+
- 98% more likely to have a household income of \$200,000+
- 109% more likely to hold securities valued over \$150,000

Source: MRI Doublebase 2014 Base: Total U.S. Adults

Our Listeners Prize Our Services...and Our Sponsors!

- 78% of NPR news listeners have taken action specifically because of a sponsorship announcement.
- For 70% of NPR news listeners, their opinion of a business is more positive when they find out it supports public radio.
- When price and quality are equal, 65% of NPR news listeners prefer to buy products from businesses that support public radio.
- 65% of NPR news listeners agree that the social and cultural values of public radio sponsors usually fit closely with their own values.
- 62% of NPR news listeners pay attention to the sponsorship announcements they hear on public radio.
- 59% of NPR news listeners agree that public radio is selective about the businesses and products that can sponsor its programming.
- 51% of NPR news listeners feel the businesses they hear in sponsorship announcements on public radio are more credible than those they hear in advertising on commercial radio stations.

Source: NPR Impact Study, 2013

To add this highly qualified audience to your marketing mix, please contact:

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