

When it comes to buying a car...



NPR Listeners are Your Best Customers!

Our listeners love their automobiles, and they have the disposable income to purchase the styles that best fit their needs. Compared with the U.S. population as a whole, public radio listeners are:

- 17% more likely to own or lease 2 cars
- 18% more likely to have spent up to \$29,999 on their current vehicle
- 22% more likely to purchase a new vehicle
- 25% more likely to purchase a compact SUV
- 32% more likely to own or lease an imported vehicle
- 77% more likely to purchase/lease automobiles for their businesses/corporations
- 85% more likely to have a household income of \$150,000+
- 98% more likely to have a household income of \$200,000+

Favorite Brands:

- 101% more likely to own a Subaru
- 41% more likely to own a Honda
- 44% more likely to own a Toyota
- 48% more likely to own a Lexus
- 49% more likely to own a Mazda
- 52% more likely to own a Mercedes
- 95% more likely to own an Audi
- 99% more likely to own a Jaguar
- 109% more likely to own a Volvo

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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