

When it comes to education...



NPR Listeners are Your Best Customers!

Our listeners appreciate the merits of gaining an education, and have the disposable income to maintain it outside the classroom. Compared with the U.S. population as a whole, public radio listeners are:

- 121% more likely to have a Bachelor's degree or more
- 212% more likely to hold an advanced college degree
- 79% more likely to contribute to an educational charitable organization
- 22% more likely to have taken out a loan solely for education expenses
- 103% more likely to have purchased educational programs online in the past year
- 49% more likely to have bought 20+ books in the past year
- 105% more likely to select a college/university for their own continuing education in the next year*
- 12% more likely to say "I have a great deal of knowledge/experience" on the topic of education
- 16% more likely to say "My friends/family often ask for and trust my advice" on education
- 103% more likely to occupy a professional position
- 85% more likely to have a household income of \$ 150,000+
- 98% more likely to have a household income of \$200,000+

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

**Source: Lightspeed Research, NPR Listener Survey, 2013*

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:

Bill Leek -- Account Executive, KWBU-FM 103.3
One Bear Place #97296
Waco, TX 76798
254-644-3307 (cell)
254-710-4472 (office)
William_Leek@baylor.edu

103.3 fm
kwbu.org

