

When it comes to finance...



NPR Listeners are Your Best Customers!

A large segment of our listeners are business leaders and executives who have many reasons to utilize financial services, both professionally and personally. Compared with the U.S. population as a whole, public radio listeners are:

- 47% more likely to be a president of a corporation
- 74% more likely to be a business owner or partner
- 212% more likely to hold an advanced college degree
- 109% more likely to hold securities valued over \$150,000+
- 34% more likely to believe the economy will perform better in the next 12 months
- 117% more likely to be involved in the investment of corporate or employees' funds
- 81% more likely to be involved in business purchases worth \$1,000,000+
- 20% more likely to have used a bank's services in person within the last 12 months
- 91% more likely to use a financial planner or CFP\
- 85% more like 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

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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