

When shopping for lawn and garden...



NPR Listeners are Your Best Customers!

Our listeners have both the property size and the disposable income to engage in lawn & garden care. Compared with the U.S. population as a whole, public radio listeners are:

- 33% more likely to have a garden
- 32% more likely to grow vegetables in a garden
- 84% more likely to grow herbs in a garden
- 32% more likely to have purchased trees in the past year
- 105% more likely to have purchased organic soil additives in the past year
- 54% more likely to have spent \$800+ on property and garden maintenance
- 46% more likely to use a property/garden maintenance service
- 66% more likely to have a 2,000+ square foot garden
- 88% more likely to have spent \$2,000+ on home improvements in the past year
- 19% more likely to have done any home improvements in the past year
- 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

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

