

When it's time to eat out...



NPR Listeners are Your Best Customers!

NPR listeners enjoy a great meal! In fact, many of them are self-proclaimed "foodies". They share their dining experiences through social media and many keep wine and food journals. Whether the menu is organic, fast casual, regional, ethnic or fine dining, you're sure to find NPR listeners in your restaurant. Compared with the U.S. population as a whole, public radio news listeners are:

- 80% more likely to consume domestic dinner/table wine
- 159% more likely to consume imported dinner/table wine
- 212% more likely to hold an advanced college degree
- 98% more likely to have a household income of \$200,000+

Compared with the U.S. population as a whole, public radio news listeners are most likely to frequent these types of restaurants:

- 68% more likely to visit Chipotle Mexican Grille
- 58% more likely to visit Panera Bread
- 80% more likely to visit Romano's Macaroni Grill
- 64% more likely to visit Ruth's Chris Steak House

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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