

When it comes to wine...



NPR Listeners are Wine Enthusiasts!

Our listeners are well-educated, socially active and affluent. Almost three-quarters purchased alcohol in the past year. They love to entertain, and they enjoy serving and learning about wine and spirits. When compared with the U.S. population as a whole, public radio news listeners are:

- 159% more likely to purchase imported wines
- 80% more likely to purchase domestic wines
- 40% more likely to be entertain friends or relatives at home
- 34% more likely to enjoy cooking for fun
- 55% more likely to read *Food and Wine*
- 151% more likely to read *Wine Spectator* or *Bon Appetit*
- 187% more likely to purchase Sauvignon Blanc
- 149% more likely to drink Pinot Noir
- 224% more likely to purchase French red wines
- 273% more likely to drink South American red wines
- 187% more likely to drink Australian white wines
- 212% more likely to hold an advanced college degree
- 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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