

DENTAL



When it comes to dental care, NPR Listeners are your best customers!

Our listeners care about dental health, and have the disposable income to receive the very best in care. Compared with the U.S. population as a whole, NPR news listeners are:

- 19% more likely to visit a dentist in past year
- 17% more likely to have dental insurance
- 15% more likely to have used dental floss 5-7 times in the past week
- 17% more likely to visit a doctor 9+ times in past year
- 35% more likely to be president of a corporation
- 54% more likely to be a business owner or partner
- 73% more likely to have a household income of \$250,000+
- 187% more likely to hold an advanced college degree

Source: MRI-Simmons Doublebase Fall 2022 Base: Total U.S. Adults, among custom NPR News audience

Our Listeners Prize Our Services and Our Sponsors!

Among NPR News Listeners:

- 87% have taken action specifically because of a sponsorship announcement.
- 74% say their opinion of a business is more positive when they find out it supports public radio.
- When price and quality are equal, 72% prefer to buy products from businesses that support public radio.
- 64% pay attention to the sponsorship announcements they hear on public radio.
- 64% agree that public radio is selective about the businesses and products that can sponsor its programming.
- 57% feel the businesses they hear in sponsorship announcements on public radio are more credible than those they hear in advertising on other radio stations.

Source: NPR State of Sponsorship Survey, April 2022



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