

When it comes to home remodeling, NPR Listeners are your best customers!

Our listeners have both the passion and the disposable income to engage in home remodeling. Many personally complete the jobs themselves. Compared with the U.S. population as a whole, NPR news listeners are:

- 21% more likely to report intending to remodel their home in the next 12 months
- 15% more likely to list home decoration and furnishing as a leisure activity
- 14% more likely to have done any home improvements in the past year
- 24% more likely to have hired a contractor for home remodeling in the past year
- 39% more likely to have spent \$2,000+ on home improvements in the past year
- 46% more likely to have spent \$800+ on property and garden maintenance
- 13% more likely to have purchased paint or stain in the past year
- 19% more likely to have shopped online for home improvement items in past year
- 73% more likely to have a household income of \$250,000+

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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