

When shopping for lawn & 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, NPR news listeners are:

- 14% more likely to have done any home improvements in the past year
- 25% more likely to grow vegetables in a garden
- 24% more likely to have a garden
- 22% more likely to have purchased trees in the past year
- 32% more likely to use a property/garden maintenance service
- 39% more likely to have spent \$2,000+ on home improvements in the past year
- 50% more likely to grow herbs in a garden
- 46% more likely to have spent \$800+ on property and garden maintenance
- 69% more likely to have a 2,000+ square foot garden
- 61% more likely to have purchased organic soil additives in the past year
- 59% more likely to have a household income of \$150,000+
- 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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