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

Our listeners appreciate the merits of gaining an education, and have the disposable income to maintain it outside the classroom. Compared with the U.S. population as a whole, NPR news listeners are:

- 10% more likely to say "My friends/family often ask for and trust my advice" on education
- 13% more likely to say "I have a great deal of knowledge/experience" on the topic of education
- 22% more likely to have taken out a loan solely for education expenses
- 44% more likely to work in Pre-School through high school education
- 57% more likely to have purchased educational programs online in the past year
- 85% more likely to have bought 15+ books in the past year
- 95% more likely to contribute to an educational charitable organization
- 204% more likely to work in college education
- 72% more likely to have a household income of $150,000+
- 103% more likely to have a household income of $200,000+
- 127% more likely to have a Bachelor's degree or more
- 226% more likely to hold an advanced college degree

Source: GfK MRI Doublebase 2018 Base: Total U.S. Adults

Our Listeners Prize Our Services and Our Sponsors!

Among NPR News Listeners:

- 75% have taken action specifically because of a sponsorship announcement.
- 72% say their opinion of a business is more positive when they find out it supports public radio.
- When price and quality are equal, 68% prefer to buy products from businesses that support public radio.
- 56% pay attention to the sponsorship announcements they hear on public radio.
- 59% agree that public radio is selective about the businesses and products that can sponsor its programming.
- 55% 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 2018

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Contact: Jeanne Marie Hibberd | Director of Corporate & Community Support
859.200.2785 cell | jeannemarie.hibberd@eku.edu