

Medically speaking, NPR Listeners are your best customers!

Our listeners have both the insurance coverage and the disposable income to assure they receive the very best in medical care. In addition to raising families, many of them are also supervising the medical care for aging parents. Compared with the U.S. population as a whole, NPR news listeners are:

- 16% more likely to spend over \$250 for eyeglasses in the past year
- 76% more likely to purchase eyewear from Warby Parker
- 50% more likely to visit an ophthalmologist in the past year
- 22% more likely to purchase eyewear from private practitioner
- 14% more likely to wear prescription eyeglasses
- 19% more likely to visit a dentist in the past year
- 17% more likely to visit a doctor 9+ times in the past year
- 45% more likely to visit a physical therapist in the past year
- 42% more likely to visit a dermatologist in the past year
- 79% more likely to have visited an internist in the 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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