

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

Our listeners rely heavily on automobiles and have the disposable income to choose which ones they rely on. Compared with the U.S. population as a whole, NPR news listeners are:

- 9% more likely to choose driving as a method of transportation on an average weekday
- 7% more likely to agree completely that “before buying a car, I find out about the car’s safety rating”
- 28% more likely to agree completely that “I buy vehicles that reflect my commitment to support the environment”
- 14% more likely to have spent at least \$20,000 on their current vehicle
- 10% more likely to own or lease 2 cars
- 16% more likely to own or lease an imported vehicle
- 15% more likely to own a convertible
- 90% more likely to own a 5-door hatchback/station wagon
- 11% more likely to own a Honda
- 26% more likely to own a BMW
- 59% more likely to own a Volvo
- 24% more likely to own a Toyota
- 38% more likely to own an Audi
- 22% more likely to own a Volkswagen
- 89% more likely to own a Subaru
- 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

## 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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