

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

A large segment of our listeners are business leaders and executives who have many reasons to purchase insurance services, both professionally and personally. Compared with the U.S. population as a whole, NPR news listeners are:

- 7% more likely to agree completely that “When it comes to homeowners or renters’ insurance, I make sure I am well-insured by having all the coverage I need”
- 35% more likely to have life insurance of \$500,000+
- 73% more likely to influence business purchasing of property and group insurance
- 17% more likely to have any homeowner’s insurance
- 77% more likely to have homeowner’s insurance for \$500,000+
- 40% more likely to purchase medical insurance via an agent/broker
- 70% more likely to use a financial planner or CFP
- 25% more likely to be involved in business purchases worth \$1,000,000+
- 35% more likely to be a president of a corporation
- 54% more likely to be a business owner or partner
- 59% more like to have a household income of \$150,000+
- 73% more likely to have a household income of \$250,000+
- 187% more likely to hold an advanced college degree

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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